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Niobrara National Scenic River

Socioeconomic Monitoring Pilot Implementation

Summer 2016

Natural Resource Report NPS/NIOB/NRR—2018/1831



ON THE COVER

Photograph of Niobrara National Scenic River

Photograph courtesy of the National Park Service

Niobrara National Scenic River

Socioeconomic Monitoring Pilot Implementation

Summer 2016

Natural Resource Report NPS/NIOB/NRR—2018/1831

Resource Systems Group (RSG)
55 Railroad Row
White River Junction, VT 05001

November 2018

U.S. Department of the Interior
National Park Service
Natural Resource Stewardship and Science
Fort Collins, Colorado

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Contents

	Page
Figures.....	vii
Tables.....	xii
Appendices.....	xiv
Executive Summary	xv
Acknowledgments.....	xviii
List of Terms.....	xviii
Introduction.....	1
Organization of Report	1
Presentation of the Results	2
Methods.....	3
Survey Method	3
Sampling Effort	3
Questionnaire Design	4
Sampling Procedures	4
Sampling Results	6
Data Entry and Cleaning	6
Non-Response Bias	6
Data Analysis.....	11
Limitations.....	11
Special Conditions.....	11
Results.....	12
Group and Visitor Characteristics	12
Visitor group size	12
Number of adults within group.....	13
Number of children within group	14
Visitor group type.....	15

Contents (continued)

	Page
Visitor age	16
Visitor gender	18
Visitor ethnicity	19
Visitor race	20
Visitor reading language.....	22
U.S. visitors' state of residence	23
International visitors' country of residence	25
Live in nearby area	26
Visitor level of education	28
Household income	29
Household size.....	30
Frequency of visits to park	31
Frequency of visits to other National Park Service sites	32
Pre-Trip Planning and Experience.....	33
Information sources prior to visit	33
Information needed.....	35
Forms of transportation	37
Number of people in vehicle	38
Water-based transportation.....	39
Hours traveled to park	40
Miles traveled to park.....	41
Role of park visit in trip away from home.....	42
Role of park visit in trip away from home, if not primary or sole purpose for trip.....	43
Reasons for visiting the park on this trip	45
Most important reason for visiting on this trip	53
Park Experience and Activities.....	55

Contents (continued)

	Page
Length of stay in Niobrara NSR.....	55
Days entered or re-entered park.....	57
Overnight stay	58
Nights spent in overnight accommodations.....	59
Visits to other National Park Service sites	63
Other National Park Service sites visited	64
Activity participation.....	65
Primary activity on this trip	67
Visitors with physical conditions	69
Programs and services participation	72
Learning from park staff, programs, and/or exhibits.....	74
Learning about subjects on future visits	76
Expenditures	78
Purchase of package tour(s).....	78
Items included in package tour(s) as a part of visit	82
Total expenditures inside Niobrara NSR and nearby area	84
Percentages of total expenditures inside park and nearby area	85
Number of people covered by expenses	87
Adults covered by expenses	88
Children covered by expenses	89
Sharing of expenses.....	90
Total expenditures outside of park and nearby area	91
Evaluations of Park Experience and Post-Trip Experience	92
Aspects most liked about visit to Niobrara NSR.....	92
Aspects least liked about visit to Niobrara NSR	93
Expectations for visit to Niobrara NSR.....	94

Contents (continued)

	Page
Importance of use of personal electronic devices.....	96
Quality of service required to use personal electronic devices.....	98
Mean scores of importance and quality ratings for use of personal electronic devices	100
Safety	101
Crowding	102
Condition of natural resources.....	103
Vandalism and crime	104
Accessibility	105
Condition of historical and cultural features	106
Development of adjacent areas.....	107
Quality of facilities, services, and recreational opportunities	108
Services used	116
Overall quality of facilities, services, and recreational opportunities	117
Opinion of national significance of park	118
Visitor Comments.....	119
Additional comments.....	119
Literature Cited	120

Figures

	Page
Figure 1. Example figure.....	2
Figure 2. Visitor group size.....	12
Figure 3. Number of adults within group.....	13
Figure 4. Number of children within group.	14
Figure 5. Visitor group type.....	15
Figure 6. Visitor age.....	17
Figure 7. Visitor gender.	18
Figure 8. Visitor ethnicity.	19
Figure 9. Visitor race.....	20
Figure 10. Preferred speaking language.....	21
Figure 11. Preferred reading language.	22
Figure 12. Proportion of U.S. visitors by state of residence.	24
Figure 13. Visitors who live in nearby area.	26
Figure 14. Map of Niobrara NSR and nearby area.	27
Figure 15. Visitor level of education.....	28
Figure 16. Annual household income.	29
Figure 17. Size of household.....	30
Figure 18. Park visits in last 12 months.	31
Figure 19. Other NPS site visits in last 12 months.	32
Figure 20. Visitor groups that obtained information about the park prior to visit.	33
Figure 21. Information sources used prior to trip.....	34
Figure 22. Had information needed on this trip.	35
Figure 23. Transportation used to travel to park.	37
Figure 24. Number of passengers in car, truck or SUV.	38
Figure 25. Water-based transportation used to travel to park.	39
Figure 26. Hours traveled one-way to park.....	40

Figures (continued)

	Page
Figure 27. Miles traveled one-way to park.	41
Figure 28. Role of park visit in trip away from home.	42
Figure 29. Location of other equally important destinations.	43
Figure 30. Location of primary destination if spur of the moment trip.	44
Figure 31. Reasons for visiting the park this trip.	46
Figure 32. Importance of spending time with friends/family.	47
Figure 33. Importance of being outdoors.	47
Figure 34. Importance of relaxing.	48
Figure 35. Importance of viewing wildlife or natural scenery.	48
Figure 36. Importance of hearing the sounds of nature/quiet.	49
Figure 37. Importance of experiencing solitude.	49
Figure 38. Importance of getting physical exercise.	50
Figure 39. Importance of viewing dark night sky/stars.	50
Figure 40. Importance of learning more about nature.	51
Figure 41. Importance of visiting a NPS site.	51
Figure 42. Importance of learning more about American history/culture.	52
Figure 43. Importance of attending a special event.	52
Figure 44. Most important reason for visiting the park on this trip.	54
Figure 45. Number of hours visiting the park by groups who spent less than 24 hours in the park.	55
Figure 46. Number of days visiting the park by groups who spent 24 hours or more in the park.	56
Figure 47. Number of days entered or re-entered park.	57
Figure 48. Visitors who stayed overnight in/near Niobrara NSR.	58
Figure 49. Accommodations for nights spent in Niobrara NSR or the nearby area.	59
Figure 50. Nights spent camping in the nearby area.	60

Figures (continued)

	Page
Figure 51. Nights spent in lodging in the nearby area.	61
Figure 52. Nights in other accommodations (e.g., friends/relatives).	62
Figure 53. Visited other NPS sites on trip away from home.	63
Figure 54. Participation in activities on this trip.	66
Figure 55. Primary activity on this trip to Niobrara NSR.	68
Figure 56. Visitors with physical conditions.	69
Figure 57. Specific difficulties had by visitor group member(s).	71
Figure 58. Participation in programs and services.	73
Figure 59. Visitors who learned something from park staff, programs, and/or exhibits.	74
Figure 60. Visitors who would like to learn about specific subjects on future visits.	76
Figure 61. Visitor groups with member(s) who purchased packaged tour(s).	78
Figure 62. Total length of package tour(s) purchased by at least one group member.	79
Figure 63. Total cost per person for package tour(s) purchased by at least one group member.	80
Figure 64. Number of group members on package tour(s) purchased by at least one group member.	81
Figure 65. Items included in package tour(s) purchased by at least one group member.	83
Figure 66. Total expenditures inside the park and in nearby area.	84
Figure 67. Percentages of total expenditures within the park and nearby area.	86
Figure 68. Visitors covered by expenses.	87
Figure 69. Adults covered by expenses.	88
Figure 70. Children covered by expenses.	89
Figure 71. Sharing of expenses in visitor group.	90
Figure 72. Total expenditures outside of park and nearby area.	91
Figure 73. Meeting of expectations for visit on this trip.	94
Figure 74. Importance of using personal electronic devices.	97

Figures (continued)

	Page
Figure 75. Quality of service required to use personal electronic devices.	99
Figure 76. Mean scores for importance and quality ratings for use of personal electronic devices.	100
Figure 77. Extent of agreement/disagreement with statement on safety of Niobrara NSR.	101
Figure 78. Extent of agreement/disagreement with statement on crowding in Niobrara NSR.	102
Figure 79. Extent of agreement/disagreement with statement on condition of natural resources in Niobrara NSR.	103
Figure 80. Extent of agreement/disagreement with statement on vandalism and crime in Niobrara NSR.	104
Figure 81. Extent of agreement/disagreement with statement on accessibility of Niobrara NSR.	105
Figure 82. Extent of agreement/disagreement with statement on condition of historical and cultural features in Niobrara NSR.	106
Figure 83. Extent of agreement/disagreement with statement on development of adjacent areas near Niobrara NSR.	107
Figure 84. Quality of facilities, services, and recreational opportunities.	109
Figure 85. Quality of outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.).	110
Figure 86. Quality of visitor center.	110
Figure 87. Quality of ranger programs.	111
Figure 88. Quality of assistance from park employees.	111
Figure 89. Quality of park map or brochure.	112
Figure 90. Quality of value for entrance fee paid.	112
Figure 91. Quality of campgrounds and/or picnic areas.	113
Figure 92. Quality of exhibits (indoor and outdoor).	113
Figure 93. Quality of walkways, trails, and roads.	114
Figure 94. Quality of learning about nature, history, or culture.	114

Figures (continued)

	Page
Figure 95. Quality of commercial services in the park.	115
Figure 96. Quality of restrooms.	115
Figure 97. Overall rating of facilities, services, and recreational opportunities.	117
Figure 98. Cornell Bridge sampling location.	157
Figure 99. Smith Falls State Park sampling location.	158
Figure 100. Brewer Bridge sampling location.	158
Figure 101. Rocky Ford sampling location.	159

Tables

	Page
Table 1. Sampling effort.....	4
Table 2. Number of questionnaires distributed, by sampling location.	5
Table 3. Follow-up mailing distribution.....	5
Table 4. Number of completed questionnaires, by sampling location.	6
Table 5. Number and percentage of respondents and non-respondents with valid values for non-response variables.	8
Table 6. Initial contact gender comparison between respondents and non-respondents.	9
Table 7. Number of adult group members comparison between respondents and non- respondents.	9
Table 8. Number of children in group comparison between respondents and non- respondents.	9
Table 9. Group type comparison between respondents and non-respondents.....	10
Table 10. Visit length comparison between respondents and non-respondents.	10
Table 11. State or country of residence comparison between respondents and non- respondents.	10
Table 12. United States visitors by state of residence.	23
Table 13. International visitors by country of residence.	25
Table 14. Information needed.	36
Table 15. Other National Park Service sites visited.	64
Table 16. Activities/services/facilities difficult to participate in/access.	70
Table 17. Subjects learned.....	75
Table 18. Subjects visitors would like to learn.	77
Table 19. Aspects most liked about visit.....	92
Table 20. Aspects least liked about visit.	93
Table 21. Reasons expectations were "not entirely" met.	95
Table 22. Services used.	116
Table 23. Opinions of national significance of park.	118

Tables (continued)

	Page
Table 24. Additional comments about facilities, services, or recreational opportunities.....	119
Table 25. Mean/median/standard deviation of selected variables.	121
Table 26. Sampling approach by location and date.....	155

Appendices

	Page
Appendix 1. Descriptive Statistics	121
Appendix 2. The Questionnaire	126
Appendix 3. The Thank You/Reminder Postcard	152
Appendix 4. The Replacement Mailing Cover Letter	154
Appendix 5. Detailed Sampling Procedures	155

Executive Summary

- This report describes the results of a visitor study at Niobrara National Scenic River (NSR) conducted from July 15 through July 24, 2016. During the sampling period, 253 visitor groups were contacted to participate in the survey. Of those groups, 217 agreed to participate in the study by accepting a mail-back survey packet. Questionnaires were completed and returned by 110 visitor groups, resulting in a completion rate of 51% among those visitor groups that agreed to participate in the study and an overall response rate of 43% for the study.
- This report profiles a systematic random sample of Niobrara NSR visitors. Most of the results are presented in graphs and frequency tables. Summaries of visitor comments are included in the body of the report. Verbatim comments are included in the Visitor Comment Appendix (bound separately).
- Fifty-four percent of visitor groups were groups of five or more, 16% of visitor groups were groups of two and 16% of visitor groups were groups of three. Over half of visitor groups (51%) identified as groups of family.
- Six percent of visitors were 65 years old or older, 12% of visitors were 55 to 64 years old, 36% of visitors were 35 to 54 years old, 24% of visitors were 18 to 34 years old, and 22% of visitors were under 18 years old.
- Hispanic or Latino visitors comprised 3% of visitation during the survey period. Most visitors (96%) were white. Few visitors were Asian (2%), American Indian or Alaska Native (1%), or black or African American (<1%). Zero percent of visitors identified as Native Hawaiian or other Pacific Islander during the survey period.
- All visitor groups preferred to speak (100%) and read (100%) English when visiting an area such as Niobrara NSR.
- Nearly all visitors during the survey period were from the United States. At the state level, 59% of visitors were from Nebraska, 13% of visitors were from Iowa, and smaller proportions of visitors were from 14 other states. International visitors comprised <1% of total visitation with 100% of international visitors from Canada.
- Eighty-eight percent of visitors indicated having visited the park only once during the last 12 months, while over 10% had visited two times during the past year. Thirty-eight percent of visitors indicated that they had not visited another National Park Service (NPS) site within the past 12 months.
- Ninety-five percent of visitor groups obtained information about Niobrara NSR prior to this trip. The most commonly reported information sources used were previous visits (55%) and friends/relatives/word of mouth (54%). The vast majority (90%) of visitor groups had the information they needed about Niobrara NSR for their trip.
- Ninety-six percent of visitor groups used a car, truck, or SUV to get from their home to the park. Eighty-four percent of visitor groups spent up to 6 hours traveling from their home to

the park. Forty-five percent of visitor groups traveled up to 250 miles from their home to get to the park and another 45% of visitor groups traveled 251 to 500 miles for their home to get to the park.

- Sixty-nine percent of visitor groups indicated that visiting Niobrara NSR was the primary or sole purpose of their trip away from home. Twenty-seven percent of visitor groups indicated that visiting Niobrara NSR was one of several equally important destinations.
- The most important reasons for visitors to visit Niobrara NSR included spending time with friends/family (48% of visitor groups), viewing wildlife or natural scenery (16% of visitor groups), and recreating on the Niobrara River (12% of visitor groups). Eighty-three percent of visitor groups reported that non-motorized water travel was their primary activity. Four percent of visitor groups reported having no primary activity.
- Eighty-four percent of visitors stayed overnight in Niobrara NSR or in the nearby area. Over half (58%) of those visitors who stayed overnight stayed in lodging in the nearby area. Only 21% of visitor groups visited another NPS site on their trip away from home. The most commonly reported NPS sites visited other than Niobrara NSR were Mount Rushmore National Memorial, Badlands National Park and Devils Tower National Monument.
- The vast majority of visitor groups (99%) indicated that no one in their group had a physical condition that made it difficult to access or participate in activities or services during their visit. Of those visitor groups that did have a group member with a physical condition, the most commonly reported physical condition was a mobility-related condition (100%). Moreover, 72% of visitor groups neither agreed nor disagreed that Niobrara NSR is not accessible to persons with physical disabilities.
- During their visit to Niobrara NSR, visitor groups talked informally with a ranger (47%), viewed outdoor exhibits (39%), and/or read the park brochure or newspaper (32%). Twenty-five percent of visitor groups reported that they learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.
- Fourteen percent of visitor groups reported that someone within their group purchased a package tour that included meals, lodging, and/or transportation while on their trip to Niobrara NSR.
- Twenty-seven percent of visitor groups spent \$251 to \$500 on expenditures inside the park and nearby area, excluding package tour expenses, and 22% of visitor groups spent \$1 to \$250. The expenditure sectors where visitor groups spent the largest proportions of money (excluding package tour expenses) included equipment rental (19% of expenditures), hotels, motels, resorts (17% of expenditures), and specialty lodging (15% of expenditures).
- The vast majority of visitor groups (93%) reported that their visit to Niobrara NSR met their expectations.
- The vast majority (98%) of visitor groups agreed that Niobrara NSR is a safe place to visit. Eighty percent agreed that vandalism and crime are not a problem in Niobrara NSR.

- Eighty-five percent of visitor groups agreed that natural resources in Niobrara NSR are in pristine condition. Seventy-six percent of visitor groups agreed that historical and cultural features in Niobrara NSR are well maintained/preserved. Over half (51%) of visitor groups disagreed that development of adjacent areas detracts from visitors' experiences at Niobrara NSR. Sixty-three percent of visitor groups disagreed that Niobrara NSR is too crowded.
- Overall, visitor groups rated the quality of facilities, services, and recreation opportunities in Niobrara NSR highly. Ninety-four percent of visitor groups rated the overall quality as good or very good.

Acknowledgments

We thank the staff of Niobrara National Scenic River and the National Park Service Social Science Program for their assistance and support with this visitor use study.

List of Terms

NPS: National Park Service

NSR: National Scenic River

RSG: Resource Systems Group, Inc.

SEM: Socioeconomic Monitoring

SSP: Social Science Program

VSP: Visitor Services Project

Introduction

During 2015 through 2016, the National Park Service (NPS) Social Science Program (SSP) conducted pilot implementation of an in-park Socioeconomic Monitoring (SEM) visitor survey in several units of the National Park System. This report describes the results of pilot implementation of the SEM visitor survey at Niobrara National Scenic River (NSR) from July 15 through July 24, 2016. The study was conducted by RSG, under a contract with the NPS SSP.

Organization of Report

This report is organized into three sections

Section 1: **Methods** This section discusses the procedures, limitations, and special conditions that may affect the results of this study.

Section 2: **Results** This section provides summary information for each question in the questionnaire and includes a summary of visitor comments. The results are organized by topic areas, starting with visitor and visitor group characteristics, followed by results of questions related to pre-arrival, onsite, and post-trip stages of park visits.

Section 3: **Appendices**

Appendix 1. *Descriptive Statistics*. Descriptive statistics for those variables for which measures of central tendency can be computed.

Appendix 2. *The Questionnaire*. A copy of the questionnaire distributed to visitor groups.

Appendix 3. *The Thank You/Reminder Postcard*. A copy of the thank you/reminder postcard mailed to visitor groups.

Appendix 4. *The Replacement Mailing Cover Letter*. A copy of the replacement mailing cover letter mailed to visitor groups.

Appendix 5. *Detailed Sampling Procedures*. A detailed description of sampling locations and procedures.

Visitor Comments Appendix (separate document). Visitor responses to open-ended questions. Bound separately due to appendix length.

Presentation of the Results

Results are represented in the form of graphs (see example below), scatter plots, pie charts, tables, or text.

SAMPLE ONLY

1. The figure title describes the graph's information.
2. Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. The phrase **"CAUTION: Number of respondents less than 30 visitor groups"** is shown on the graph to indicate the results are unreliable due to low sample size.
 - * appears when total percentages do not equal 100 due to rounding.
 - ** appears when total percentages do not equal 100 because visitors could select more than one answer choice.
3. Vertical information (y-axis) describes the response categories.
4. Horizontal information (x-axis) shows the number or proportion of responses in each category.
5. The proportion of visitor groups/visitors who responded to each category.

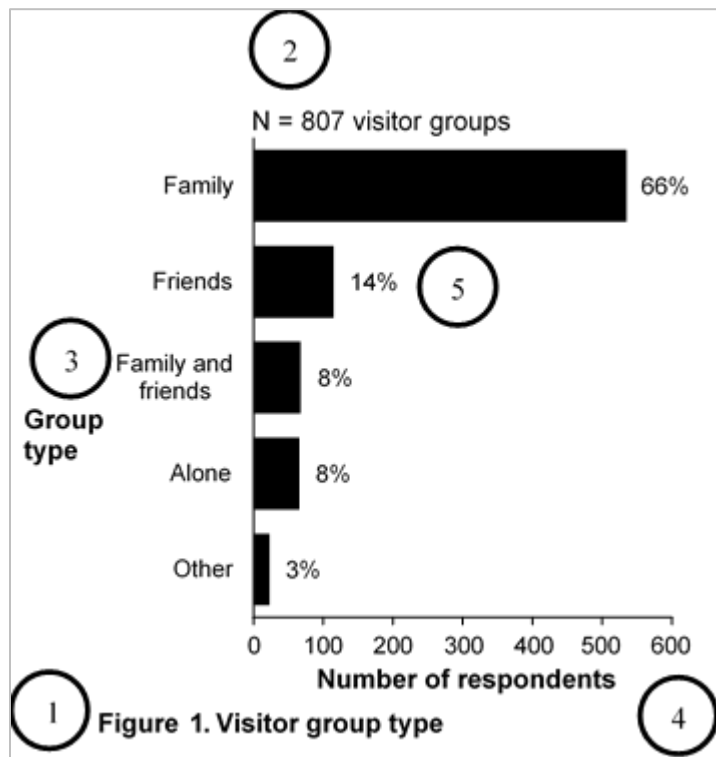


Figure 1. Example figure.

Methods

Survey Method

The SEM visitor survey was administered at Niobrara NSR as a personally delivered self-administered mail-back survey, following the principles outlined in Don A. Dillman's book *Internet, Phone, Mail, and Mixed-Mode Surveys: The Tailored Design Method* (2014). The survey method included three phases: 1) onsite distribution of a booklet-sized questionnaire, 2) a color-picture reminder postcard mailing, and 3) one replacement mailing of a booklet-sized questionnaire for those participants that had not yet returned a completed questionnaire. The study population included visitor groups with at least one group member 18 years of age or older in Niobrara NSR during the study period. The target margin of error for summary statistics of no greater than $\pm 5\%$ (Fowler 1993) was used to establish the target sample size at 400 completed questionnaires.

Sampling Effort

The SEM visitor survey was administered at Niobrara NSR from July 15 through July 24, 2016. The survey administration dates were selected to target peak use at the park. The peak use month was identified using the five-year average of monthly visitation data for Niobrara NSR available from the NPS Public Use Statistics Office. Within the peak use month, the survey administration dates were selected to include both weekdays and weekend days.

The list of sampling locations was selected through an iterative, data-driven process. A list of potential sampling locations was compiled using three primary information sources. First, previously conducted visitor use studies and/or survey research were consulted for locations that had been sampled previously. Second, the sampling locations for collection of NPS Public Use Statistics Office visitation data were consulted for potential additional sampling locations. Third, the park's website and other popular trip planning resources for Niobrara NSR were consulted to ensure that popular visitor locations were not inadvertently excluded from the list of potential sampling locations. The list of potential sampling locations was reduced through consideration of feasibility for survey administration and coverage of the range of user types at Niobrara NSR. The refined list of sampling locations was finalized through consultation with the NPS SSP and Niobrara NSR staff. The SEM visitor survey was administered at 4 locations in the park: Cornell Bridge, Smith Falls State Park, Brewer Bridge and Rocky Ford.

The SEM visitor survey was administered for a select range of hours on each sampling day. At the two upriver sampling locations, Cornell Bridge and Smith Falls State Park, the hours of survey administration were designated as 9:00 AM to 5:00 PM in order to contact visitor groups who were beginning their trip down the Niobrara River. At the two downriver sampling locations, Brewer Bridge and Rocky Ford, the hours of survey administration were designated as 11:00 AM to 7:00 PM in order to contact visitor groups who were taking out river tubes, rafts, and other boats from the river during or after the completion of their trip down the river. The final sampling effort is presented in Table 1.

Table 1. Sampling effort.

Date	Cornell Bridge	Smith Falls State Park	Brewer Bridge	Rocky Ford
Friday, July 15	9:00AM-5:00PM	9:00AM-5:00PM	11:00AM-7:00 PM	11:00AM-7:00 PM
Saturday, July 16	9:00AM-5:00PM	9:00AM-5:00PM	11:00AM-7:00 PM	11:00AM-7:00 PM
Sunday, July 17	9:00AM-5:00PM	9:00AM-5:00PM	11:00AM-7:00 PM	11:00AM-7:00 PM
Monday, July 18	9:00AM-5:00PM	9:00AM-5:00PM	11:00AM-7:00 PM	11:00AM-7:00 PM
Tuesday, July 19	9:00AM-5:00PM	9:00AM-5:00PM	11:00AM-7:00 PM	11:00AM-7:00 PM
Wednesday, July 20	9:00AM-5:00PM	9:00AM-5:00PM	11:00AM-7:00 PM	11:00AM-7:00 PM
Thursday, July 21	9:00AM-5:00PM	9:00AM-5:00PM	11:00AM-7:00 PM	11:00AM-7:00 PM
Friday, July 22	9:00AM-5:00PM	9:00AM-5:00PM	11:00AM-7:00 PM	11:00AM-7:00 PM
Saturday, July 23	9:00AM-5:00PM	9:00AM-5:00PM	11:00AM-7:00 PM	11:00AM-7:00 PM
Sunday, July 24	9:00AM-5:00PM	9:00AM-5:00PM	11:00AM-7:00 PM	11:00AM-7:00 PM

Questionnaire Design

The SEM questionnaire is a standardized survey instrument designed to gather system-wide information at NPS units about visitor and trip characteristics, visitor spending in gateway communities, visitor perceptions of park experiences, visitor attitudes toward park management, and visitor satisfaction with park services and facilities. The questionnaire was developed through a collaborative process between the NPS SSP and RSG. All of the questions included in the SEM questionnaire were selected from the NPS Programmatic Information Collection Review Pool of Known Questions. The majority of the questions included in the SEM survey instrument ask visitors to choose answers from a list of response options, providing an open-ended option, where appropriate, to ensure that question prompts allowed for inclusive answers. A few questions were completely open-ended to collect unprompted responses from visitors in their own words. The questionnaire was reviewed and approved by the Office of Management and Budget (OMB), and correspondingly conforms to OMB standards and guidelines for questionnaire design. Niobrara NSR staff were asked to review the SEM questionnaire to provide guidance on park-specific tailoring of question prompts to ensure consistency of the survey instrument with park policies, programs, services, and activities. The questionnaire was administered to visitors in English (Appendix 2).

Sampling Procedures

Mail-back survey packets were administered to visitor groups in Niobrara NSR using onsite intercept methods (see Appendix 5 for detailed descriptions of how visitors were selected at each sample location). Each contacted visitor group was greeted, introduced to the purpose of the study, and asked to participate. If a visitor group agreed to participate, they were asked which member of the group (at least 18 years old) had the next birthday; the individual with the next birthday was asked to complete the questionnaire for the group. This was done in order to randomize selection of the individual within the group to complete the questionnaire.

Individuals who agreed to complete the questionnaire were asked to provide their name and mailing address. This information was used to send follow-up mailings according to Dillman's (2014) mail-back survey methods. Participating visitors were then administered a mail-back survey packet, which included a booklet-sized questionnaire placed inside of a pre-addressed envelope affixed with a U.S. first class postage stamp. Visitors were asked to complete the questionnaire after completing their trip to the park and to return the questionnaire by mail using the self-addressed postage-paid envelope provided. International visitors were asked to mail their completed questionnaires before leaving the country due to the U.S. first class postage affixed to the return envelope. Table 2 summarizes the survey effort by sampling location.

Table 2. Number of questionnaires distributed, by sampling location.

Sampling site	Sampling date										Total questionnaires distributed	
	7/15	7/26	7/17	7/18	7/19	7/20	7/21	7/22	7/23	7/24	N	%
Cornell Bridge	5	11	3	3	2	2	5	7	12	2	52	24%
Smith Falls State Park	5	4	3	1	3	0	3	7	4	2	32	15%
Brewer Bridge	7	17	8	9	5	8	12	14	18	9	107	49%
Rocky Ford	3	8	3	0	1	2	0	4	4	1	26	12%
All sites	20	40	17	13	11	12	20	32	38	14	217	100%

Two weeks after field survey administration concluded, all survey participants were sent a color-picture postcard (Appendix 3) thanking them for participating in the study and/or reminding them to complete and return the questionnaire (Table 3). Approximately two weeks after mailing the postcards, a replacement mail-back survey packet was sent to individuals who agreed to participate in the study but had not yet returned their questionnaire (Appendix 4). Two distinct replacement mail-back survey packets were sent, depending on whether the provided address was a U.S. address or an international address. U.S. addresses were sent a packet that included a pre-addressed return envelope affixed with a U.S. first class postage stamp. International addresses were sent a packet that included a pre-addressed return envelope printed with international business reply mail postage.

Table 3. Follow-up mailing distribution.

Mailing	Date	U.S.	International	Total
Postcards	8/8/2016	215	1	216
Replacement Mail	8/22/2016	144	0	144

Sampling Results¹

During the sampling period, 253 visitor groups were contacted to participate in the survey. Of these groups, 217 agreed to participate in the study by accepting a mail-back survey packet (86% cooperation rate) (Table 2). Questionnaires were completed and returned by 110 visitor groups (Table 4), resulting in a completion rate of 51% among those visitor groups that agreed to participate in the study and an overall response rate of 43% for the study.

Table 4. Number of completed questionnaires, by sampling location.

Sampling site	N	Percent
Cornell Bridge	30	27%
Smith Falls State Park	15	14%
Brewer Bridge	51	46%
Rocky Ford	14	13%
Total	110	100%

Data Entry and Cleaning

Data from returned questionnaires were entered into a database using Teleform, an optical recognition data coding software application. Each questionnaire was scanned and loaded into Teleform, which automatically coded responses and highlighted potential coding errors. Potential coding errors were reviewed and corrected by research staff. Corrected data were subjected to additional cleaning and proofing using Microsoft Excel and SPSS statistical software. Data cleaning and proofing included identification and correction of invalid values, and complete manual verification of data entry for a randomly selected subset (n=40) of the completed questionnaires for quality assurance.

Non-Response Bias

Non-response bias is the bias that results when respondents differ in meaningful ways from non-respondents. Non-response bias affects the ability to generalize survey results, to some degree and in some ways, from the sample to the study's target population (Salant and Dillman, 1994; Dillman, 2014; Stoop, 2004; Fillion, 1976; Dey, 1997). If non-respondents are found to differ from respondents in meaningful ways, care should be taken when interpreting survey responses, as they may over-

¹ Sampling results are reported using three metrics: cooperation rate, completion rate, and overall response rate. Cooperation rate is the proportion of onsite acceptances to total onsite contacts. Response rate is the proportion of completed survey questionnaires to total onsite contacts. Calculation of cooperation rate and response rate follow American Association for Public Opinion Research definitions. Completion rate is the proportion of completed survey questionnaires to onsite acceptances — completion rate is the metric in this study that is directly comparable to response rates reported in the Visitor Services Project (VSP) and is therefore included for reference. See Rookey et al. (2012) for a complete description of VSP response rate calculation.

represent some segments of the target population to some degree, and may under-represent other segments of the population to some degree.

To check for non-response bias, this study used answers to five, pre-selected non-response bias questions and one observable characteristic of the contacted visitor to compare respondents with non-respondents. After being contacted to participate in the survey, an interview, lasting approximately two minutes, was conducted with all contacted visitor groups regardless of whether or not they agreed to participate in the study. The interview included the following five questions used for evaluation of non-response bias:

1. How many adults, 18 years and older, are in your group?
2. How many children (under 18 years) are in your group?
3. What type of group are you with? Friends, family, friends and family, or some other type of group?
4. How long is this trip to Niobrara NSR in total, from beginning to end?
5. What is your state of residence (if you live in the US) or country of residence (if do not live in the US)?

In addition to the five, pre-selected non-response bias questions, the gender of the person in the group who was first contacted by the survey administrator was observed and recorded.

An effort was made to obtain answers to the non-response bias questions from all visitor groups contacted, including those that declined to participate in the survey. Responses were obtained from most of the participating visitor groups and from many, but not all, of those that declined to participate in the study. When the survey administrator was unable to obtain responses to the non-response bias questions, it was because the approached contact refused all further contact from the administrator after the initial refusal, usually with no reason provided. These instances were defined as “hard refusals”.

Ideally, responses or observed estimates for non-response bias variables should be collected from all respondents and non-respondents. The collection of information from all contacted individuals provides the best comparison of characteristics between the respondent and non-respondent populations. More practically, a majority of responses or observed estimates must be present to adequately characterize both the respondent and non-respondent populations. In this study, 70% was identified as the minimum percentage of valid values for non-response variables needed for both respondent and non-respondent populations in order to adequately characterize the populations on a given non-response variable.² All non-response variables met the minimum for 70% valid values

² The Office of Management and Budget Standards and Guidelines for Statistics Surveys (2006) suggest that any survey item with at least 70% non-missing data can be presumed to reflect the entire data set (i.e., for such items, any differences between the subjects with data and those without data are negligible).

among respondents and/or non-respondents (Table 5). Correspondingly, all variables were used for non-response bias analysis.

Table 5. Number and percentage of respondents and non-respondents with valid values for non-response variables.

Variable	Respondents (n=110)		Non-Respondents (n=142)	
	Valid N	Valid Percent	Valid N	Valid Percent
Initial contact gender	110	100%	141	99%
Number of adults	110	100%	123	87%
Number of children	110	100%	124	87%
Group type	110	100%	123	87%
Visit length	108	98%	123	87%
State or country of residence	110	100%	125	88%

Chi-square tests of independence were used to test for differences between respondents and non-respondents. Values for the number of adults in the visitor group were collapsed into the following four categories: groups with one adult, groups with two adults, groups with three or four adults, and groups with five or more adults. Values for the number of children in the visitor group were collapsed into three categories: no children, one child, and two or more children. Values for visit length were collapsed into four categories: one to three hours, four hours, five to six hours and seven hours or more. Responses for state or country of residence were collapsed into three categories: in state visitor, out of state visitor, and international visitor.

A Bonferroni correction was applied to account for the fact that six simultaneous statistical tests were conducted with the same data set. The Bonferroni correction minimizes the likelihood of concluding from the results of the statistical tests that there are differences between respondents and non-respondents, when there actually are no differences (i.e., minimizes the probability of making a Type I error). With the Bonferroni correction applied in this analysis, statistical test results with p-values of less than 0.008 are assumed to be statistically significant.

Results of the chi-square tests in Table 6 through Table 11 suggest that respondents and non-respondents did not differ significantly, with respect to initial contact gender ($p = 0.201$), number of adults in their groups ($p = 0.064$), number of children in their group ($p = 0.366$), visitor group type ($p = 0.104$), length of visit ($p = 0.042$) or state or country of residence ($p = 0.100$). These results provide no compelling evidence of non-response bias related to the initial contact gender, the number of adults in visitor groups, number of children in visitor groups, visitor group type, length of visit or state or country of residence within the survey sample.

Table 6. Initial contact gender comparison between respondents and non-respondents, p-value (Chi-square) ¹= 0.201.

Response	Respondents (n=110)		Non-Respondents (n=141)	
	N	Percent	N	Percent
Male	48	44%	73	52%
Female	62	56%	68	48%

¹ $\alpha = 0.05$, $p \leq 0.008$ indicates significant result following Bonferroni correction to account for multiple non-response bias statistical tests

Table 7. Number of adult group members comparison between respondents and non-respondents; p-value (Chi-square) ¹= 0.064.

Response	Respondents (n=110)		Non-Respondents (n=123)	
	N	Percent	N	Percent
1 Adult	6	5%	6	5%
2 Adults	37	34%	29	24%
3 or 4 Adults	28	25%	23	19%
5 or more Adults	39	35%	65	53%

¹ $\alpha = 0.05$, $p \leq 0.008$ indicates significant result following Bonferroni correction to account for multiple non-response bias statistical tests

Table 8. Number of children in group comparison between respondents and non-respondents; p-value (Chi-square) ¹= 0.366.

Response	Respondents (n=110)		Non-Respondents (n=124)	
	N	Percent	N	Percent
No Children	53	48%	50	40%
1 Child	13	12%	13	10%
2 or more children	44	40%	61	49%

¹ $\alpha = 0.05$, $p \leq 0.008$ indicates significant result following Bonferroni correction to account for multiple non-response bias statistical tests

Table 9. Group type comparison between respondents and non-respondents; p-value (Chi-square) ¹= 0.014.

Response	Respondents (n=110)		Non-Respondents (n=123)	
	N	Percent	N	Percent
Alone	2	2%	0	0%
Family	65	59%	60	49%
Friends	19	17%	22	18%
Family and friends	24	22%	41	33%

¹ $\alpha = 0.05$, $p \leq 0.008$ indicates significant result following Bonferroni correction to account for multiple non-response bias statistical tests

Table 10. Visit length comparison between respondents and non-respondents; p-value (Chi-square) ¹= 0.042.

Response	Respondents (n=108)		Non-Respondents (n=123)	
	N	Percent	N	Percent
1 to 3 hours	6	6%	14	11%
4 hours	36	33%	55	45%
5 or 6 hours	49	45%	38	31%
7 hours or more	18	17%	16	13%

¹ $\alpha = 0.05$, $p \leq 0.008$ indicates significant result following Bonferroni correction to account for multiple non-response bias statistical tests

Table 11. State or country of residence comparison between respondents and non-respondents; p-value (Chi-square) ¹= 0.100.

Response	Respondents (n=110)		Non-Respondents (n=125)	
	N	Percent	N	Percent
In State Visitor	65	59%	89	71%
Out of State Visitor	44	40%	36	29%
International Visitor	1	1%	0	0%

¹ $\alpha = 0.05$, $p \leq 0.008$ indicates significant result following Bonferroni correction to account for multiple non-response bias statistical tests

In summary, no significant differences were found between respondents and non-respondents, with respect to any of the non-response bias measures evaluated in this study. Thus, there is no compelling evidence of non-response bias in the study data.

Data Analysis

SPSS statistical software was used for data analysis. For all questions where pre-defined response options were provided, frequencies are reported. For all questions with open-ended response options, verbatim visitor comments are reported in the stand-alone *Visitor Comments Appendix*. For the majority of questions with open-ended response options, thematic codes were applied to the responses to categorize the data. The categorized data are reported in tabular format providing the frequency of occurrence for each theme. In cases where the number of open-ended responses is low, the data are reported in summary bullets rather than in tabular format of categorical results. Descriptive statistics for those variables for which measures of central tendency can be computed are presented in Appendix 1.

Limitations

This study has limitations that should be considered when interpreting the results.

1. The survey was self-administered. Respondents completed the questionnaire after an unknown amount of time after the visit, which may have affected recall to some degree. To the extent respondents' recall was affected, it is possible some of their responses may not fully reflect actual behavior.
2. The data reflect visitor use patterns as collected during the study period of July 15 through July 24, 2016. The results present a 'snapshot-in-time' and do not necessarily apply to visitor groups during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "CAUTION!" is included in the graph, figure, table, or text.
4. Sample size may vary for some questions, due to item non-response (i.e., one or more question left blank by a respondent). Therefore, refer to both the percentage and sample values when interpreting the results.

Special Conditions

The weather during the survey period was generally hot and sunny, with some periods of overcast skies and rain at sampling locations on July 15 and July 23, 2017. Temperatures were consistently in the mid-80s to high-90s.

Results

Group and Visitor Characteristics

Visitor group size

Question 1

Including yourself, how many people were in your personal group during your visit to Niobrara National Scenic River (NSR) on the day you were contacted for this survey?

Results (Figure 2)

- 54% of visitor groups consisted of five or more members.
- 16% of visitor groups to Niobrara NSR consisted of three members.
- 16% of visitor groups consisted of two members.

See Appendix 1 for more details.

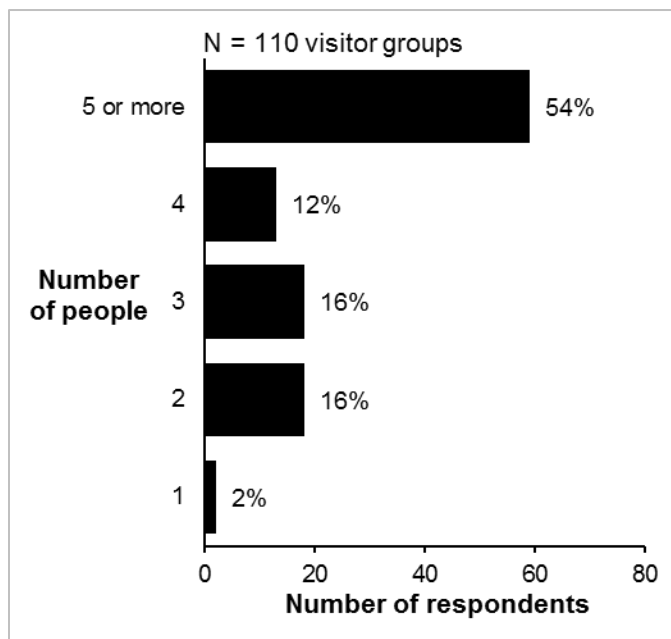


Figure 2. Visitor group size.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Number of adults within group

Question 1

Including yourself, how many people were in your personal group during your visit to Niobrara NSR on the day you were contacted for this survey?

Number of adults (18 years and older).

Results (Figure 3)

- 35% of visitor groups consisted of two adults.
- 35% of visitor groups consisted of five or more adults.

See Appendix 1 for more details.

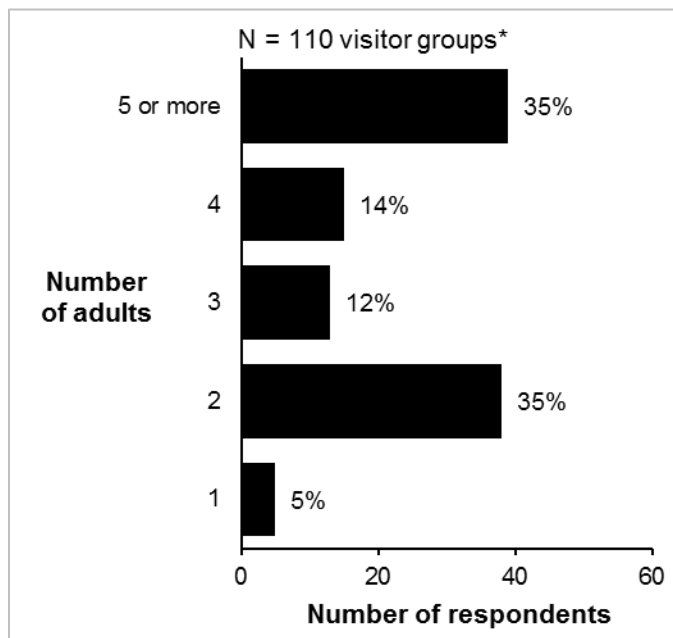


Figure 3. Number of adults within group.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Number of children within group

Question 1

Including yourself, how many people were in your personal group during your visit to Niobrara NSR on the day you were contacted for this survey?

Number of children (under 18 years).

Results (Figure 4)

- 48% of visitor groups did not have children.
- Of those visitor groups that had children, 32% had two children.
- 25% of groups with children had five or more children.

See Appendix 1 for more details.

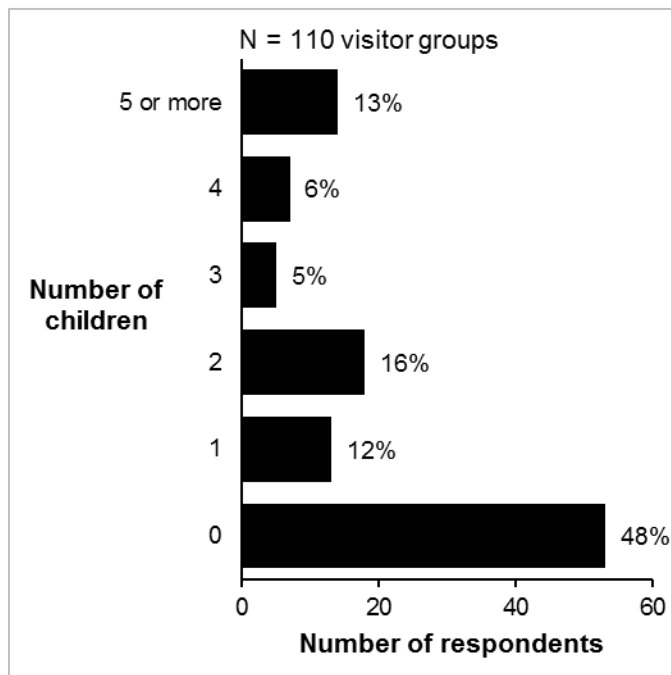


Figure 4. Number of children within group.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor group type

Question 2

What type of group were you with during your visit to Niobrara NSR on the day you were contacted for this survey?

Results (Figure 5)

- 51% of visitor groups were made up of family.
- 20% of visitor groups to Niobrara NSR were made up of friends.
- 20% of visitor groups were made up of family and friends.
- Of those groups who responded “Other” (6%), group types included:
 - “Church group”
 - “Ranger led tour”

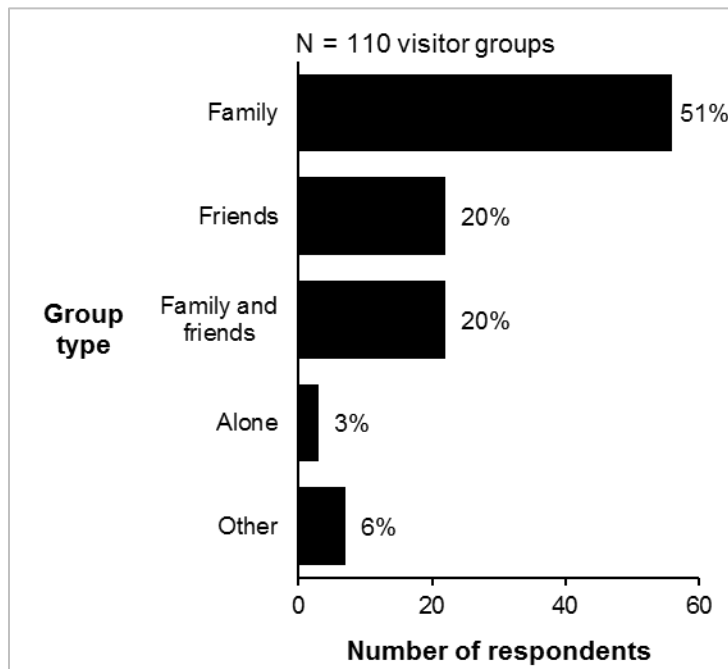


Figure 5. Visitor group type.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor age

Question 33

For your personal group during your visit to Niobrara NSR on the day you were contacted for this survey, please provide your current age.

Note: Response was limited to seven members from each visitor group.

Results (Figure 6)

- Visitor ages ranged from less than one year old to 84 years old.
- 6% of visitors were 65 years old or older.
- 12% of visitors were 55 to 64 years old.
- 36% of visitors were 35 to 54 years old.
- 24% of visitors were 18 to 34 years old.
- 22% of visitors were under 18 years old.

See Appendix 1 for more details.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

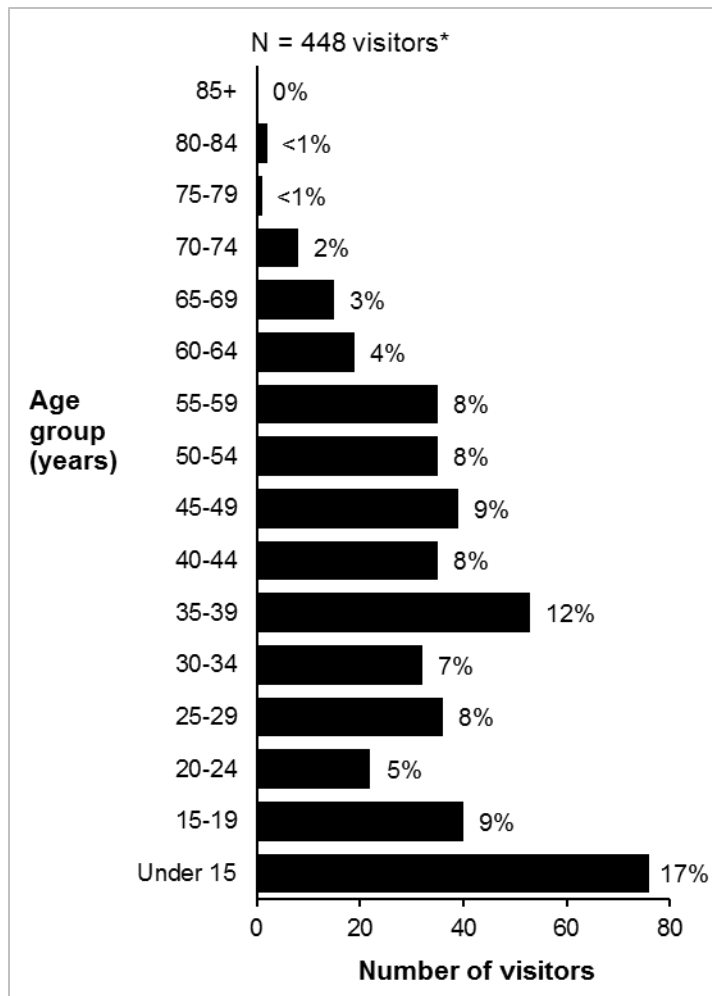


Figure 6. Visitor age.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor gender

Question 34

For your personal group during your visit to Niobrara NSR on the day you were contacted for this survey, please provide your gender.

Note: Response was limited to seven members from each visitor group.

Results (Figure 7)

- 54% of visitors were female.
- 46% of visitors were male.

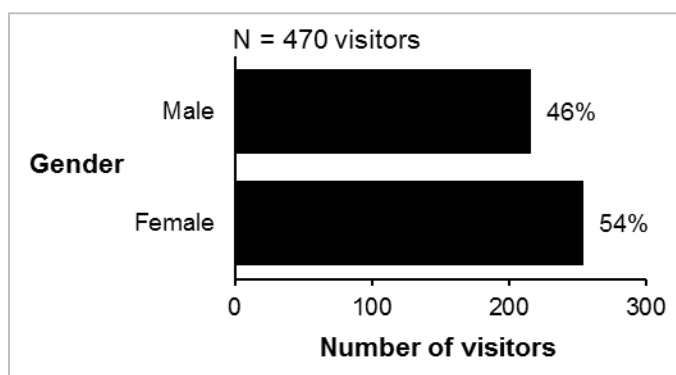


Figure 7. Visitor gender.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor ethnicity

Question 34

For your personal group during your visit to Niobrara NSR on the day you were contacted for this survey, please provide your ethnicity.

Note: Response was limited to seven members from each visitor group.

Results (Figure 8)

- 3% of visitors identified as Hispanic or Latino.

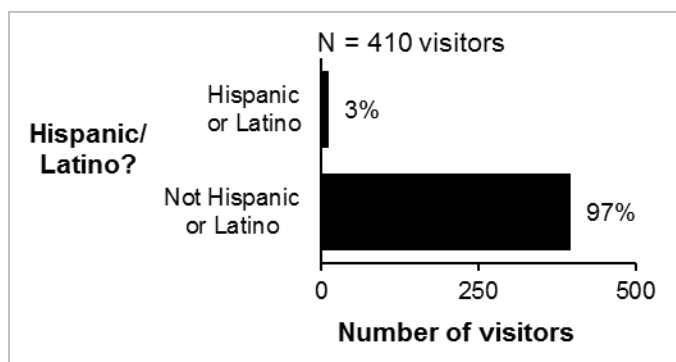


Figure 8. Visitor ethnicity.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor race

Question 35

For your personal group during your visit to Niobrara NSR on the day you were contacted for this survey, please provide your race.

Note: Response was limited to seven members from each visitor group.

Results (Figure 9)

- 96% of visitors were white.
- Very few visitors were Asian (2%), American Indian or Alaska Native (1%), black or African American (<1%), or Native Hawaiian or other Pacific Islander (0%).

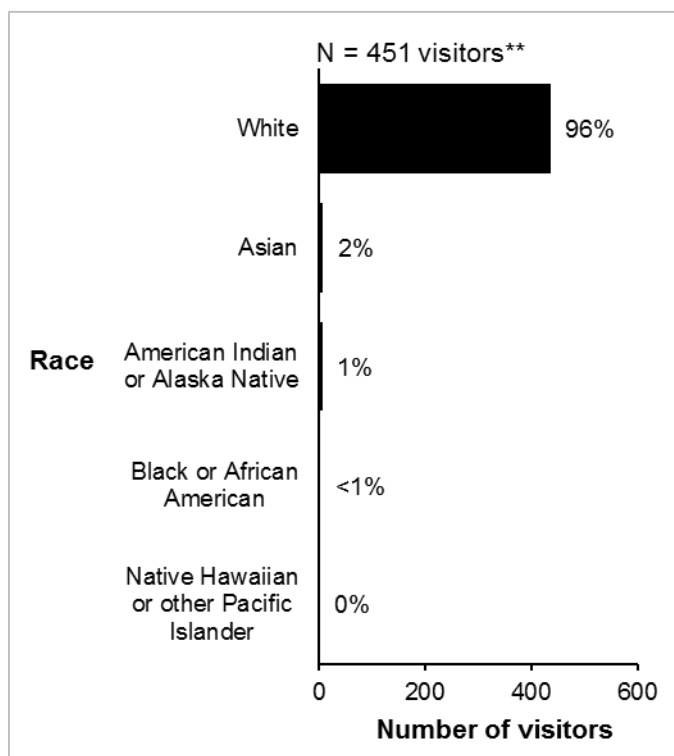


Figure 9. Visitor race.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor speaking language

Question 39

When visiting an area such as Niobrara NSR, what language do you personally prefer to use for speaking?

Results (Figure 10)

- 100% of visitor groups reported English as their preferred language for speaking.

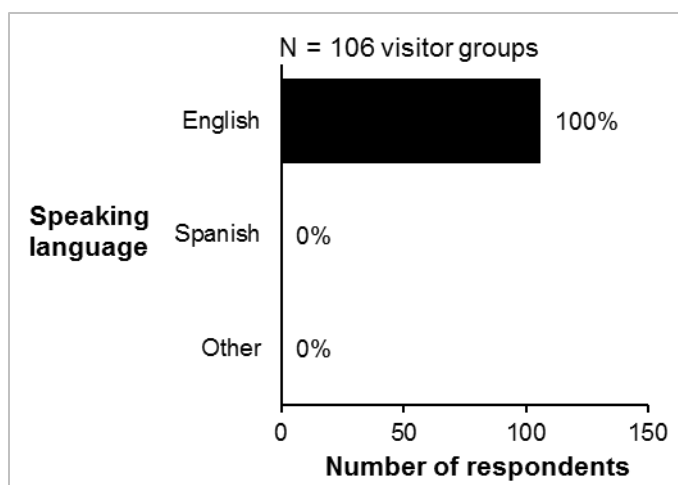


Figure 10. Preferred speaking language.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor reading language

Question 39

When visiting an area such as Niobrara NSR, what language do you personally prefer to use for reading?

Results (Figure 11)

- 100% of visitor groups reported English as their preferred language for reading.

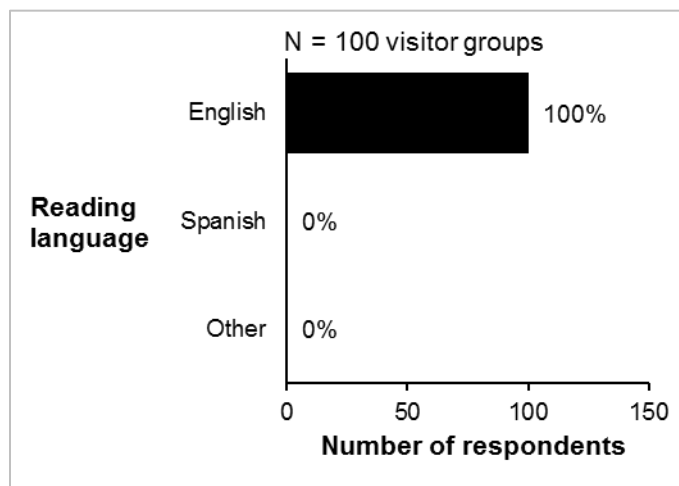


Figure 11. Preferred reading language.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

U.S. visitors' state of residence

Question 33

For your personal group during your visit to Niobrara NSR on the day you were contacted for this survey, please provide your U.S. ZIP code.

Note: Response was limited to seven members from each visitor group.

Results (Table 12 and Figure 12)

- U.S. visitors came from 16 states and comprised 99% of total visitation to Niobrara NSR during the survey period.
- 59% of U.S. visitors came from Nebraska.
- 13% of U.S. visitors came from Iowa.
- Smaller proportions came from other U.S. states.

Table 12. United States visitors by state of residence.

State	Number of visitors	Percent of U.S. visitors N = 422 visitors*	Percent of all visitors N = 424 visitors
Nebraska	250	59	59
Iowa	54	13	13
Colorado	25	6	6
South Dakota	25	6	6
Indiana	11	3	3
Kansas	11	3	3
10 other states	46	11	11

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

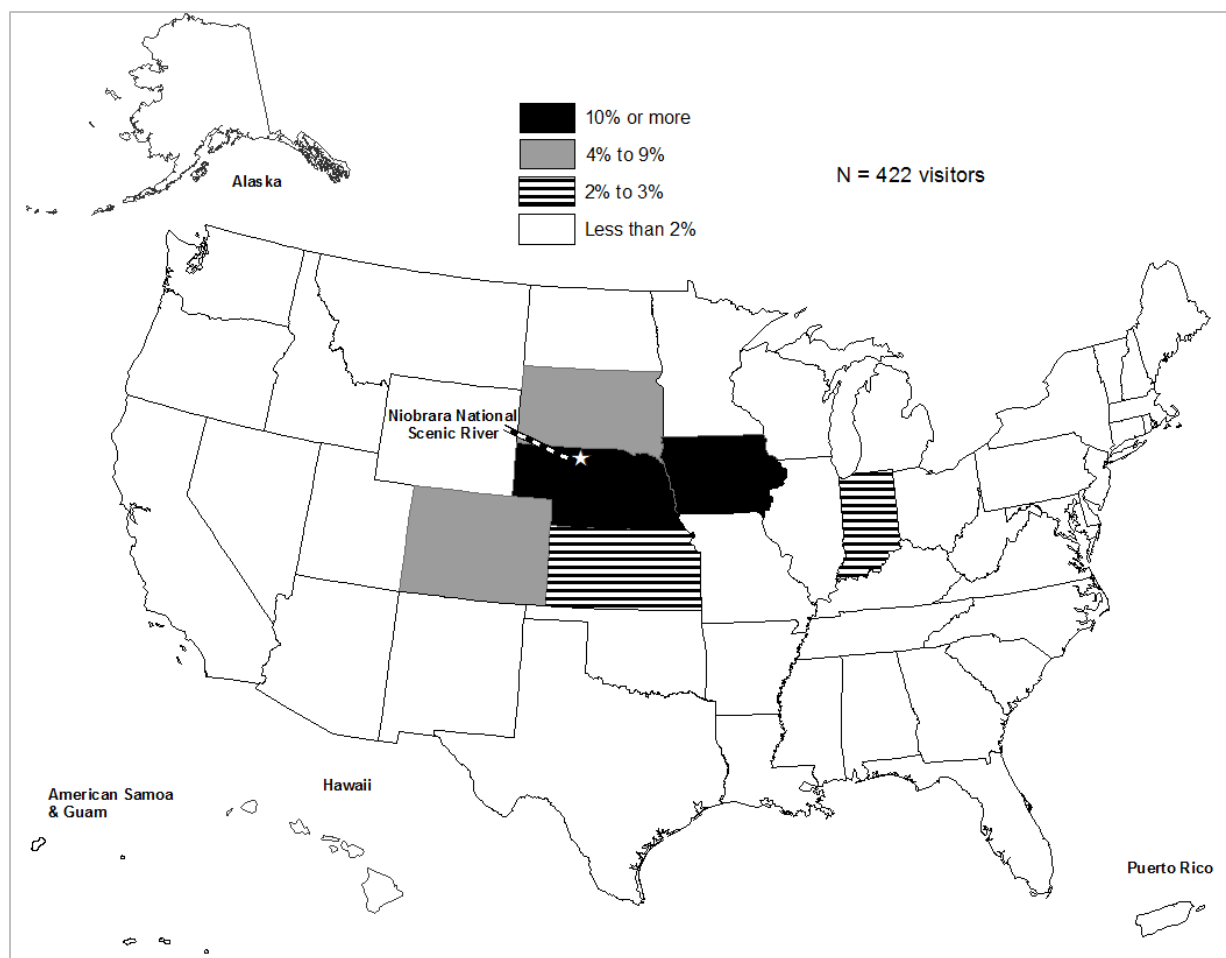


Figure 12. Proportion of U.S. visitors by state of residence.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

International visitors' country of residence

Question 33

For your personal group during your visit to Niobrara NSR on the day you were contacted for this survey, please provide your country of residence, if other than U.S.

Note: Response was limited to seven members from each visitor group.

Results (Table 13)

- 100% of international visitors came from Canada and comprised less than 1% of total visitation to Niobrara NSR during the survey period.

Table 13. International visitors by country of residence.

Country	Number of visitors	Percent of international visitors N = 2 visitors	Percent of all visitors N = 424 visitors
Canada	2	100	<1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Live in nearby area

Question 25

Do you live within the nearby area (within the shaded area shown on the map)?

See Figure 14 on the next page or Appendix 2 for map.

Results (Figure 13)

- 98% of visitor groups did not live within the shaded area on the map (i.e. nearby area).
- 2% of visitor groups live in the shaded area (i.e. nearby area).

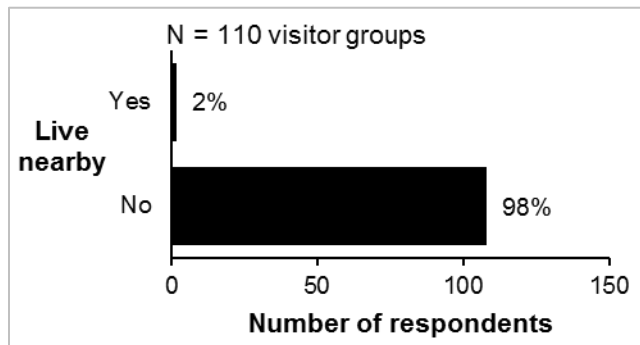


Figure 13. Visitors who live in nearby area.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

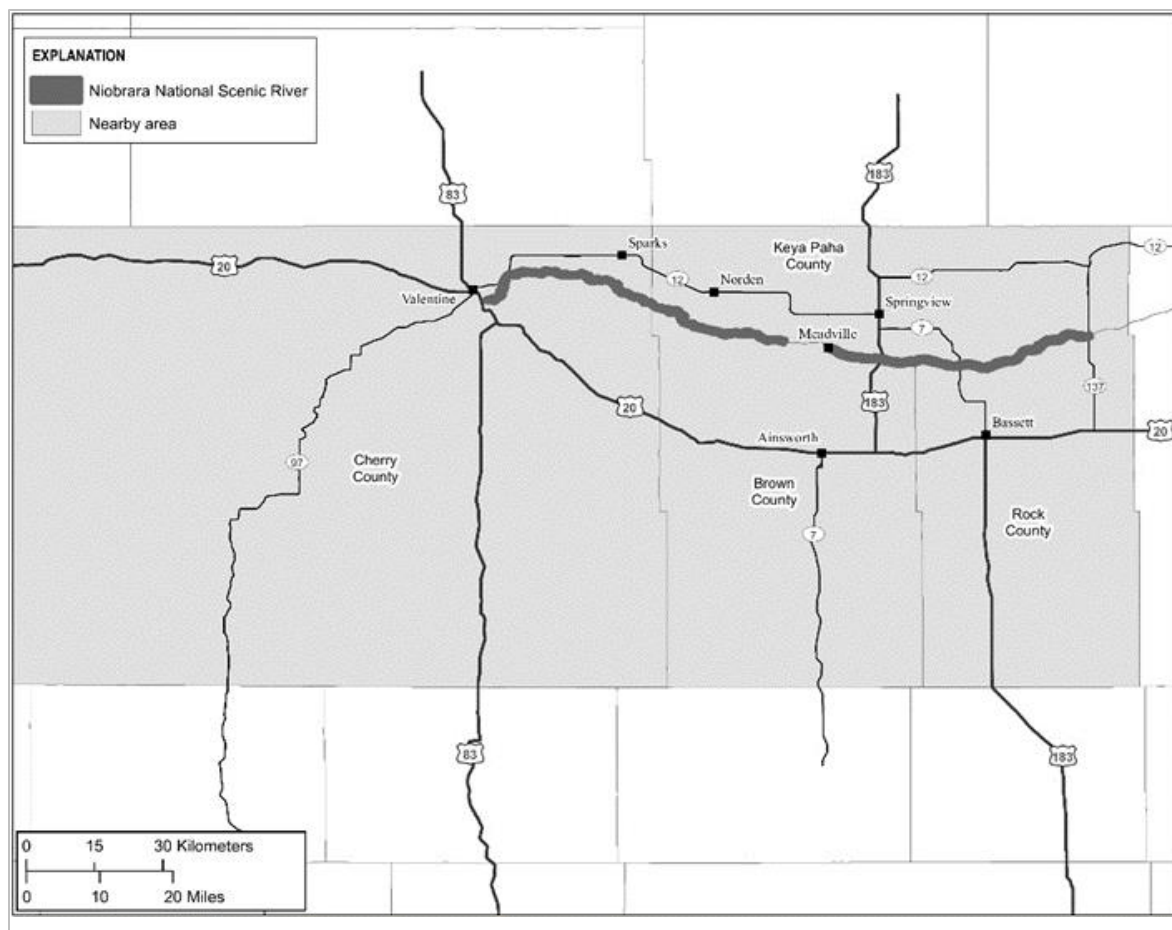


Figure 14. Map of Niobrara NSR and nearby area.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor level of education

Question 36

For your personal group during your visit to Niobrara NSR on the day you were contacted for this survey, what is the highest level of formal education completed by each member of your group?

Note: Response was limited to seven members from each visitor group.

Results (Figure 15)

- 34% of visitors' highest level of formal education completed was college, business, or trade school.

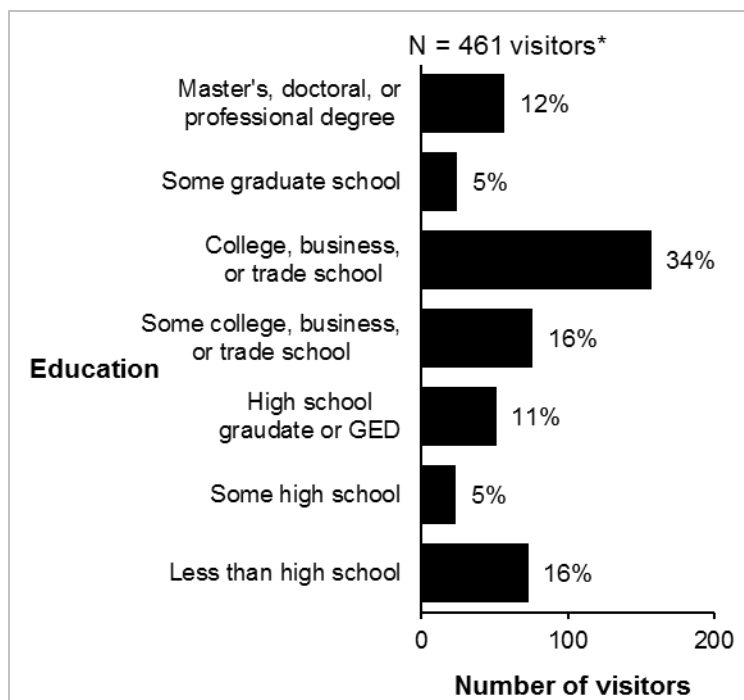


Figure 15. Visitor level of education.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Household income

Question 37

Which category best represents your annual household income?

Results (Figure 16)

- 33% of visitor groups had an annual household income between \$100,000 and \$149,999.
- 24% of visitor groups had an annual household income between \$75,000 and \$99,999.
- 17% of visitor groups had an annual household income between \$50,000 and \$74,999.

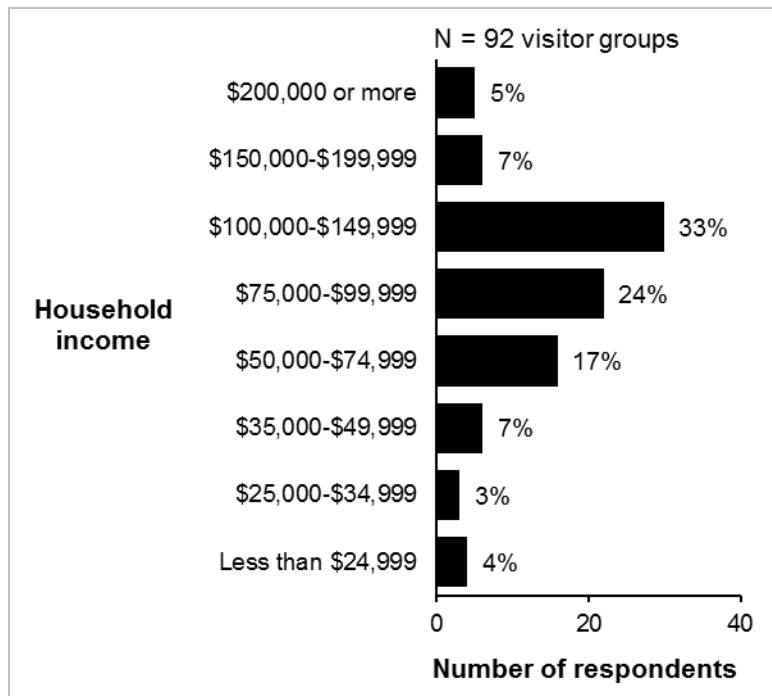


Figure 16. Annual household income.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Household size

Question 38

Including yourself, how many people are in your household?

Results (Figure 17)

- 31% of visitor groups had a household of two people.
- 22% of visitor groups had a household of three people.

See Appendix 1 for more details.

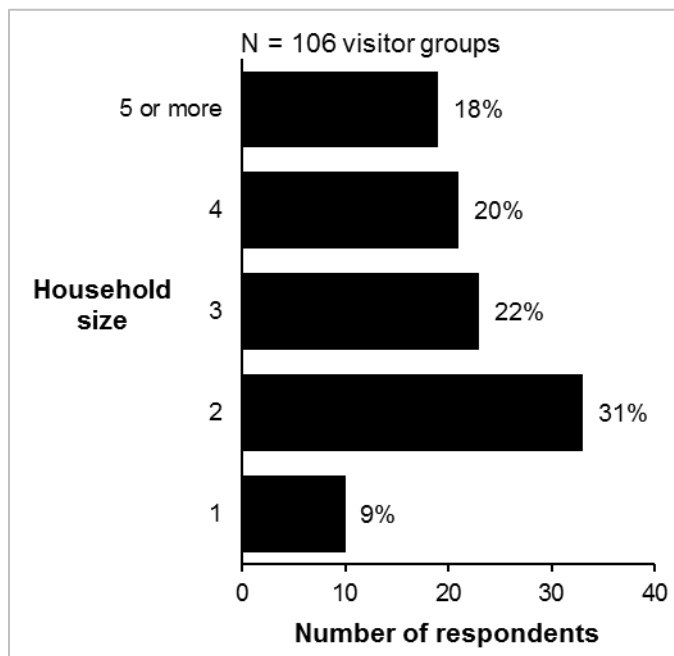


Figure 17. Size of household.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Frequency of visits to park

Question 33

For your personal group during your visit to Niobrara NSR on the day you were contacted for this survey, please provide the number of visits to Niobrara NSR in the last 12 months, including this trip.

Note: Response was limited to seven members from each group.

Results (Figure 18).

- 88% of visitors visited the park only once in the last 12 months.
- 10% of visitors visited two times in the last 12 months.

See Appendix 1 for more details.

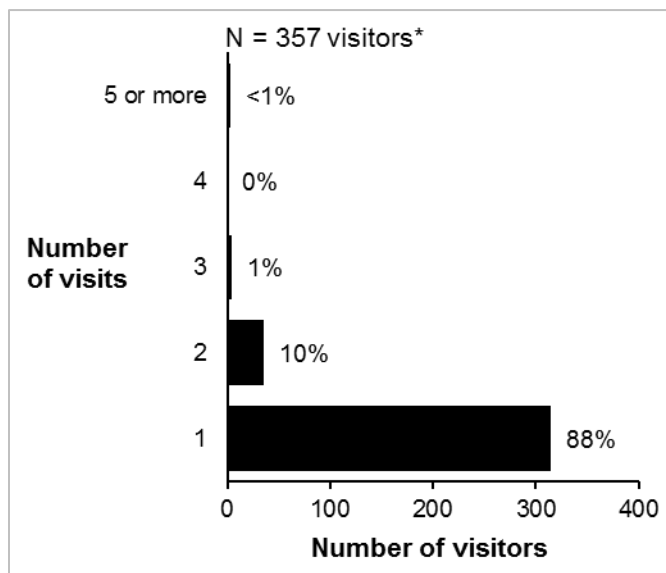


Figure 18. Park visits in last 12 months.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Frequency of visits to other National Park Service sites

Question 33

For your personal group during your visit to Niobrara NSR on the day you were contacted for this survey, please provide the number of visits to other NPS sites in the last 12 months.

Note: Response was limited to seven members from each group.

Results (Figure 19)

- 38% of visitors did not visit any other NPS sites in the last 12 months.
- 30% of visitors visited one other NPS site in the last 12 months.

See Appendix 1 for more details.

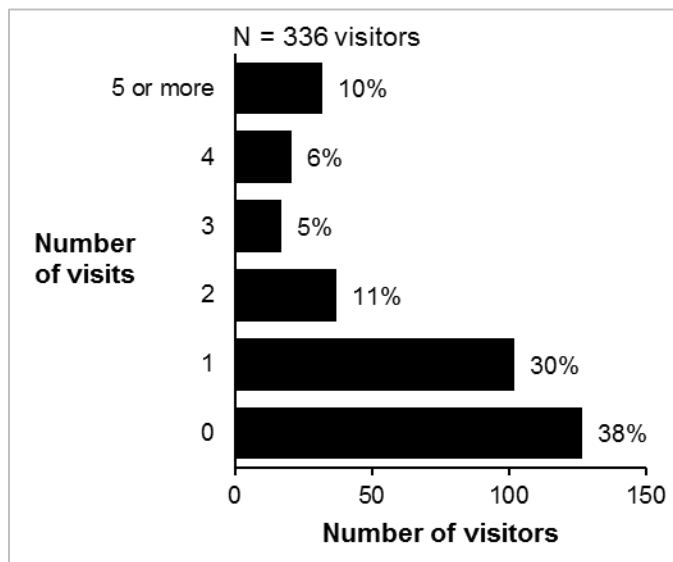


Figure 19. Other NPS site visits in last 12 months.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Pre-Trip Planning and Experience

Information sources prior to visit

Question 7

Prior to this trip, how did you obtain information about Niobrara NSR?

Results (Figure 20 and Figure 21)

- 95% of visitor groups obtained information about Niobrara NSR prior to their visit.
- As shown in Figure 21, among those visitor groups who obtained information about Niobrara NSR prior to their visit, the most common information sources were:
 - 55% Previous visits
 - 54% Friends/relatives/word of mouth
 - 25% Park website
 - 23% Other website
- “Other websites” used by visitor groups (23%) included:
 - “Outfitter website”
 - “Nebraska Game and Parks”
- “Other information sources” used by visitor groups (5%) included:
 - “Outfitter”
 - “Personal knowledge”

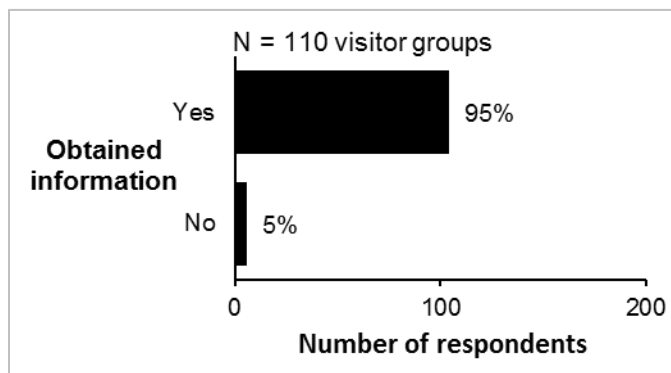


Figure 20. Visitor groups that obtained information about the park prior to visit.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

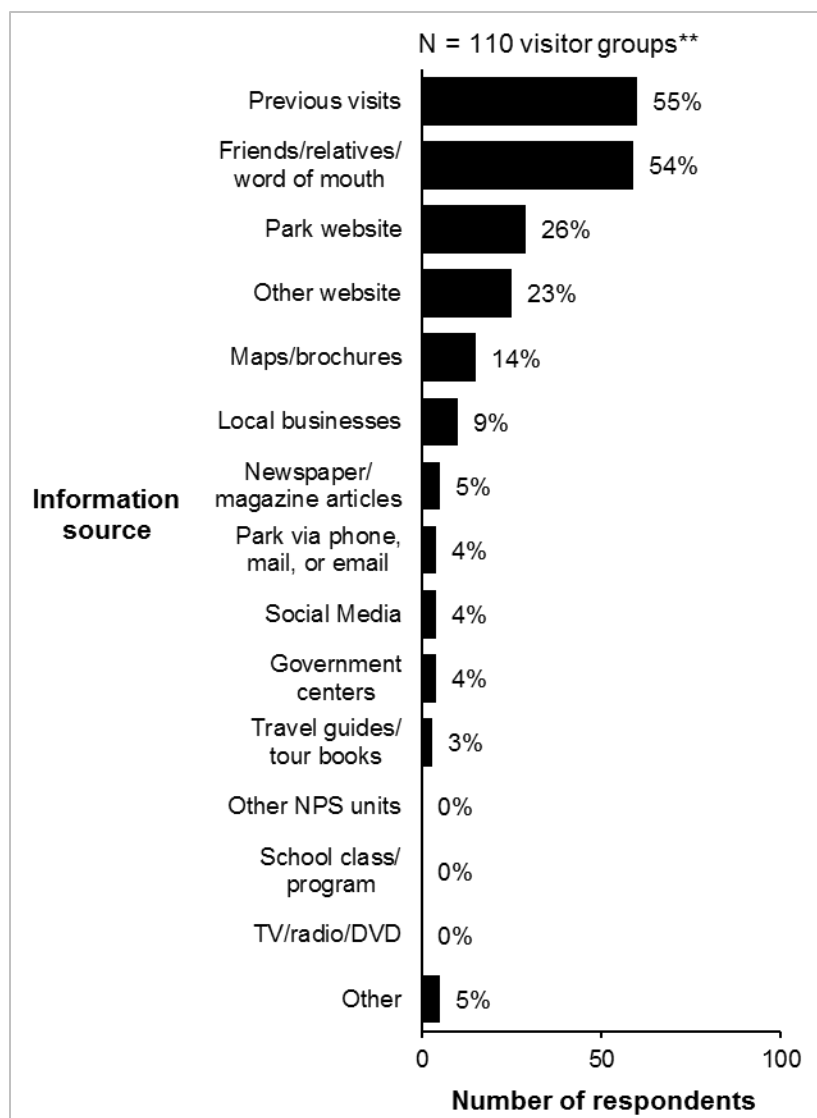


Figure 21. Information sources used prior to trip.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Information needed

Question 8 (yes or no)

Did you have the information about Niobrara NSR you needed on this trip?

Results (Figure 22)

- 90% of visitor groups had the information they needed prior to their visit.

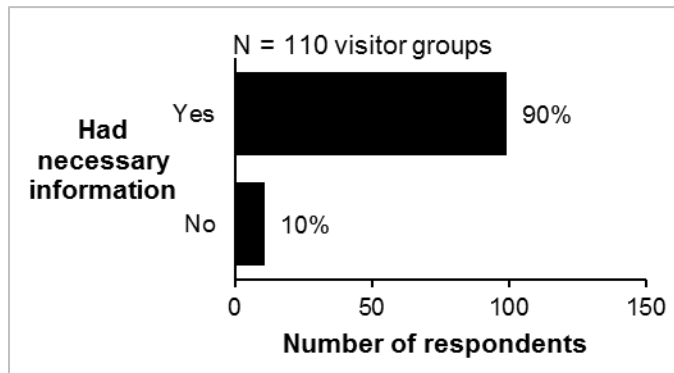


Figure 22. Had information needed on this trip.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 8 (if no)

If NO, please specify the information you needed but didn't have on this trip (open-ended).

Results (Table 14)

- Of those who did not have the information they needed, “information about landings” was most frequently mentioned (mentioned 3 times).

Table 14. Information needed. N = 10 comments. Some visitor groups may have visited more than one other NPS site.

Site	Frequency of times mentioned
Information about landings	3
Boating/tubing information	2
NPS Intervention	2
Other comments	3

CAUTION: Number of respondents less than 30 visitor groups

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Forms of transportation

Question 3

Please indicate all of the forms of transportation you personally used to travel from your home to Niobrara NSR on this trip.

Results (Figure 23)

- 96% of visitor groups used a car, truck, or SUV.
- Of those who responded “Other” (4%), forms of transportation specified included:
 - “Church bus”
 - “Tubing shuttle van”

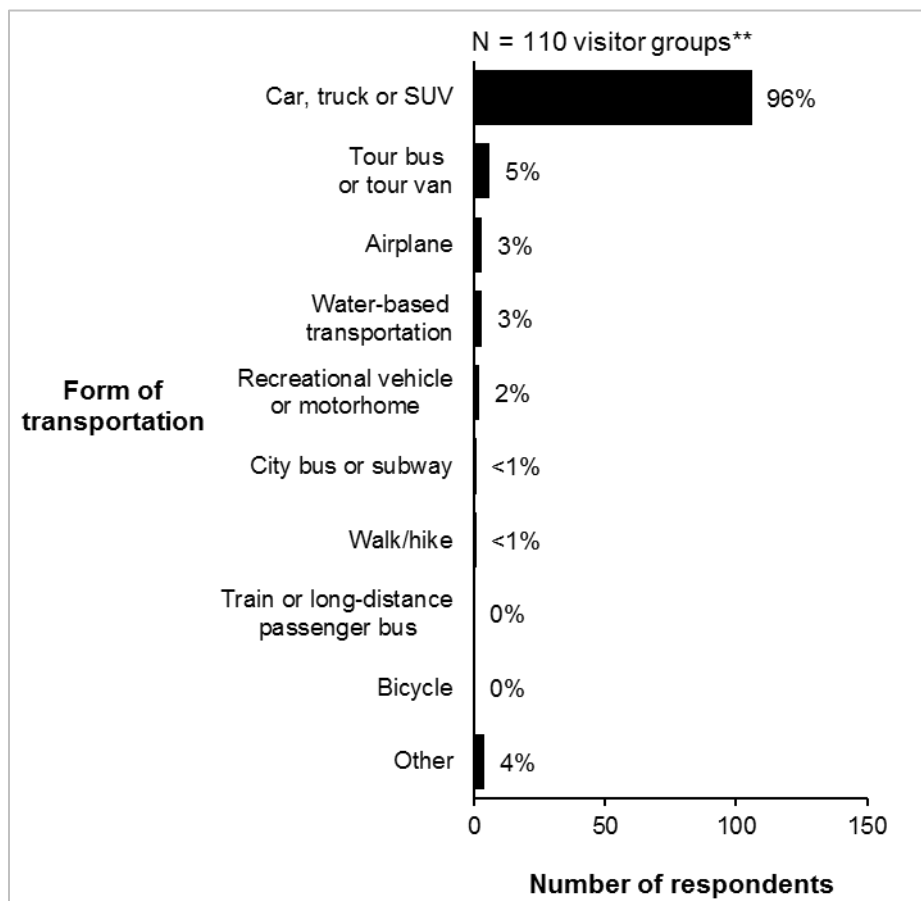


Figure 23. Transportation used to travel to park.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Number of people in vehicle

Question 3

Please indicate the number of people in the car, truck, or SUV, including you.

Results (Figure 24)

- 30% of visitor groups traveled to the park in a vehicle with five or more people.
- 28% of visitor groups traveled in a vehicle with two people.
- 23% of visitor groups traveled in a vehicle with four people.

See Appendix 1 for more details.

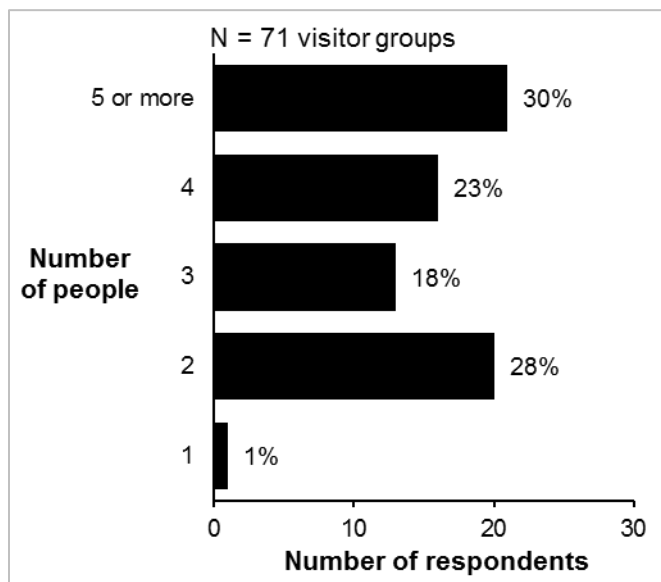


Figure 24. Number of passengers in car, truck or SUV.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Water-based transportation

Question 3

Please indicate all of the forms of water-based transportation you personally used to travel from your home to Niobrara NSR on this trip.

Results (Figure 25)

- 50% of visitor groups who used water-based transportation to travel from their home to the park used an “other water-based mode”. Specified forms “other of water-based mode” included:
 - “Kayaking”
 - “Tubing”

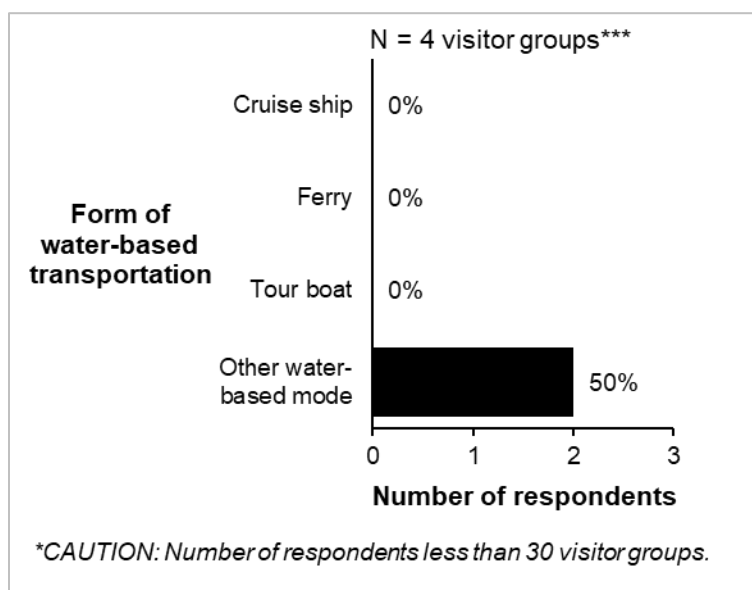


Figure 25. Water-based transportation used to travel to park.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Hours traveled to park

Question 4

Approximately how many hours from home did you travel one-way to get to Niobrara NSR on this trip?

Results (Figure 26)

- 84% of visitor groups traveled up to six hours one-way to get to Niobrara NSR.
- 12% of visitor groups traveled 7 to 12 hours one-way.

See Appendix 1 for more details.

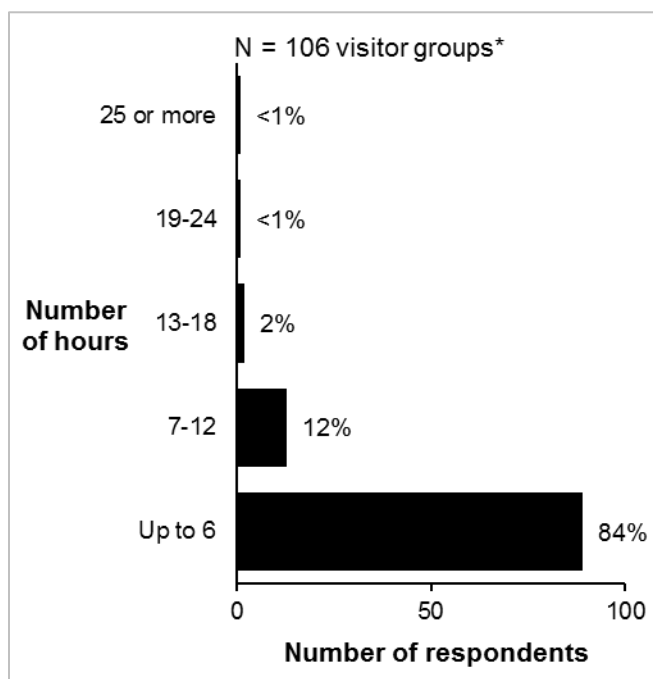


Figure 26. Hours traveled one-way to park.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Miles traveled to park

Question 4

Approximately how many miles from home did you travel one-way to get to Niobrara NSR on this trip?

Results (Figure 27)

- 45% of visitor groups traveled up to 250 miles one-way to Niobrara NSR.
- 45% of visitor groups traveled 251 to 500 miles one-way.

See Appendix 1 for more details.

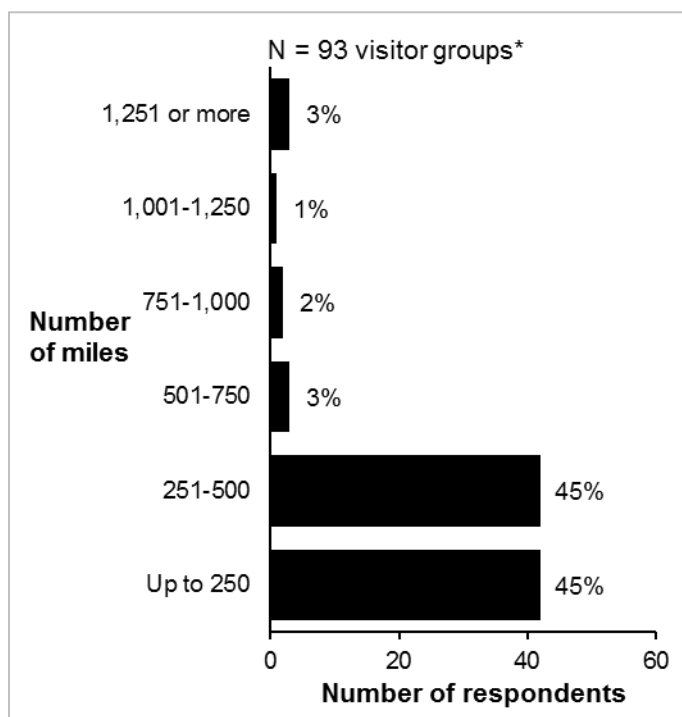


Figure 27. Miles traveled one-way to park.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Role of park visit in trip away from home

Question 27

Was this trip to Niobrara NSR your primary or sole purpose for your trip away from home, one of several equally important destinations on your trip away from home, or just an incidental or spur of the moment stop on your trip away from home?

Results (Figure 28)

- 69% of visitor groups reported that their visit to the park was the primary or sole purpose of their trip.
- 27% of visitor groups reported that visiting the park was one of several equally important destinations.

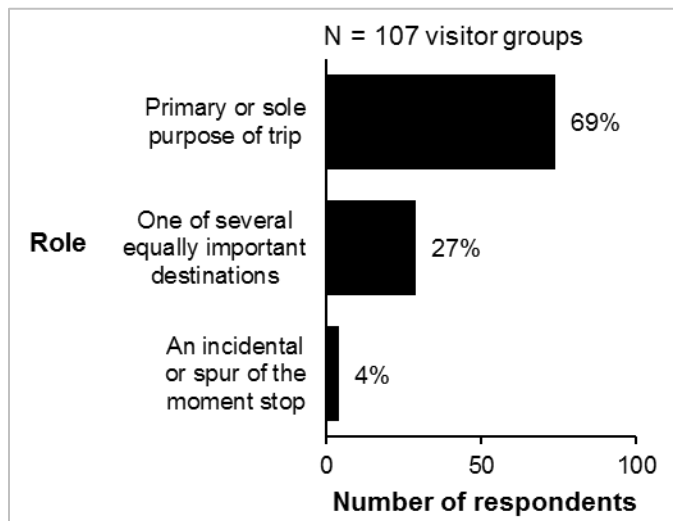


Figure 28. Role of park visit in trip away from home.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Role of park visit in trip away from home, if not primary or sole purpose for trip

Question 27 (equally important trip destination)

If this was one of several equally important destinations on your trip away from home, was one or more of the other equally important destinations located within the nearby area (within the shaded area of the map)?

See Figure 14 or Appendix 2 for map.

Results (Figure 29)

- For those visitor groups that reported visiting Niobrara NSR as one of several equally important destinations, 54% reported that one or more equally important destinations were not within the nearby area.

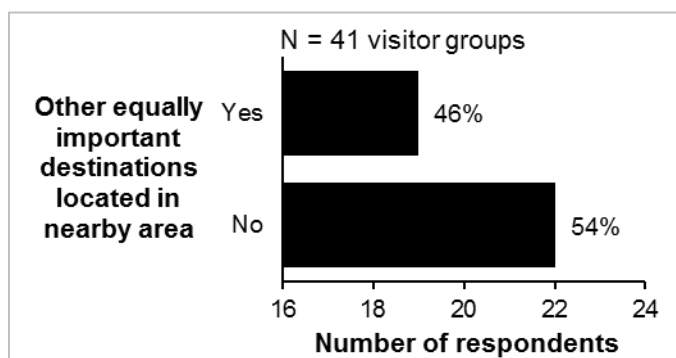


Figure 29. Location of other equally important destinations.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 27 (incidental or spur of the moment stop)

If this was just an incidental or spur of the moment stop on your trip away from home, was your primary destination located within the nearby area (within the shaded area of the map)?

See Figure 14 or Appendix 2 for map.

Results (Figure 30)

- For those visitor groups who reported visiting Niobrara NSR as just an incidental stop, 55% reported that their primary destination was within the shaded area of the map (i.e. nearby area).

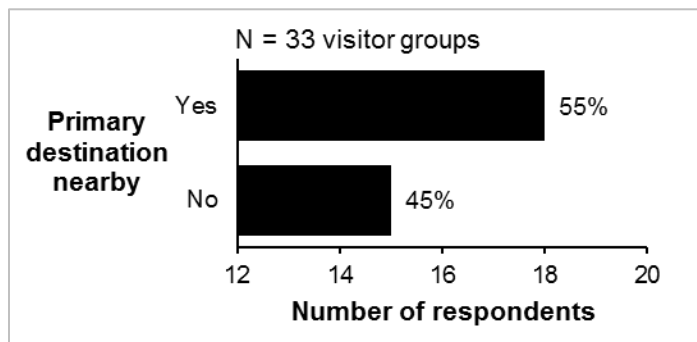


Figure 30. Location of primary destination if spur of the moment trip.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Reasons for visiting the park on this trip

Question 9

How important to you was each of the following reasons for visiting Niobrara NSR on this trip?

Rating choices:

- 1 = Extremely important
- 2 = Very important
- 3 = Moderately important
- 4 = Slightly important
- 5 = Not at all important

Results (Figure 31)

- Figure 31 shows the combined proportions of “extremely important” and “very important” ratings for reasons for visiting the park.
- The reasons that received the highest combined proportions of “extremely important” and “very important” ratings were:
 - 95% Spend time with friends/family
 - 90% Be outdoors
 - 82% Relax
 - 82% View wildlife or natural scenery
- The reasons that received the lowest combined proportions of “extremely important” and “very important” ratings were:
 - 10% Learn more about American history/culture
 - 9% Attend a special event
 - Of those who rated “Attend a special event” (N = 98), events specified included:
 - “Camping”
 - “Reunion”
- Of those who rated “Other” (N = 24), reasons specified included:
 - “Float the river”
 - “See Smith Falls”

Figure 32 through Figure 43 show ratings for each reason.

See Appendix 1 for more details.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

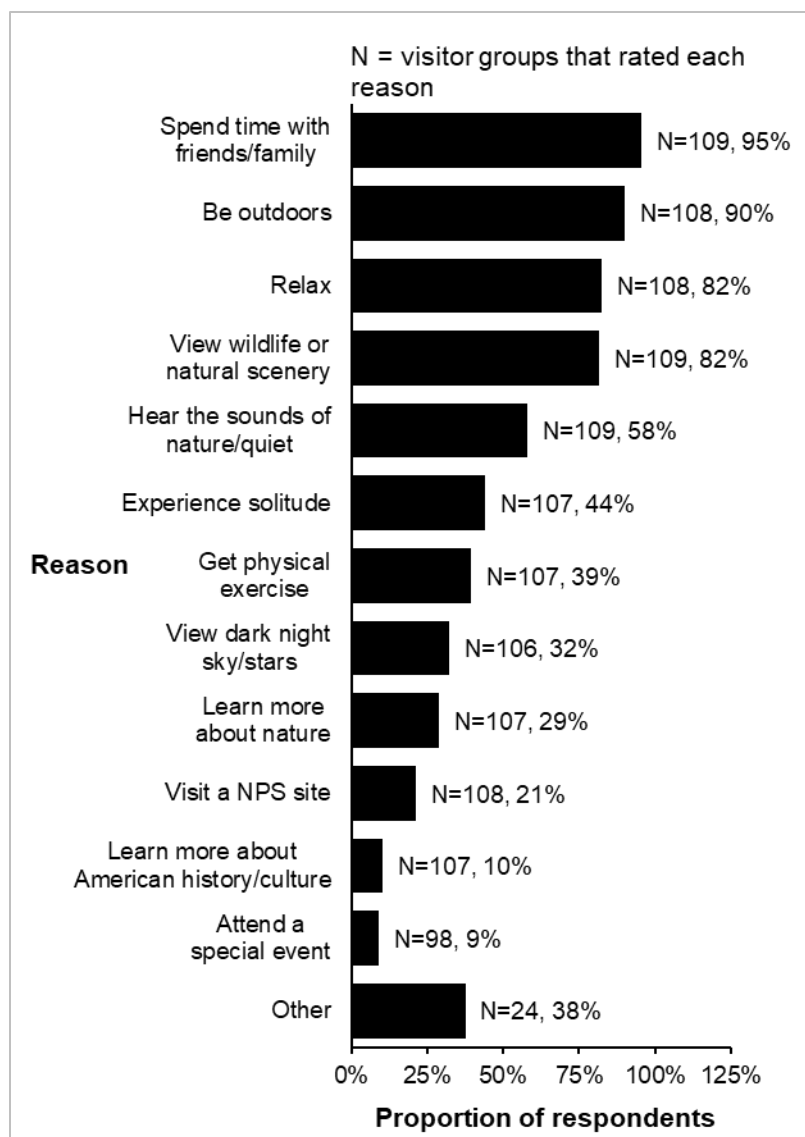


Figure 31. Reasons for visiting the park this trip.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

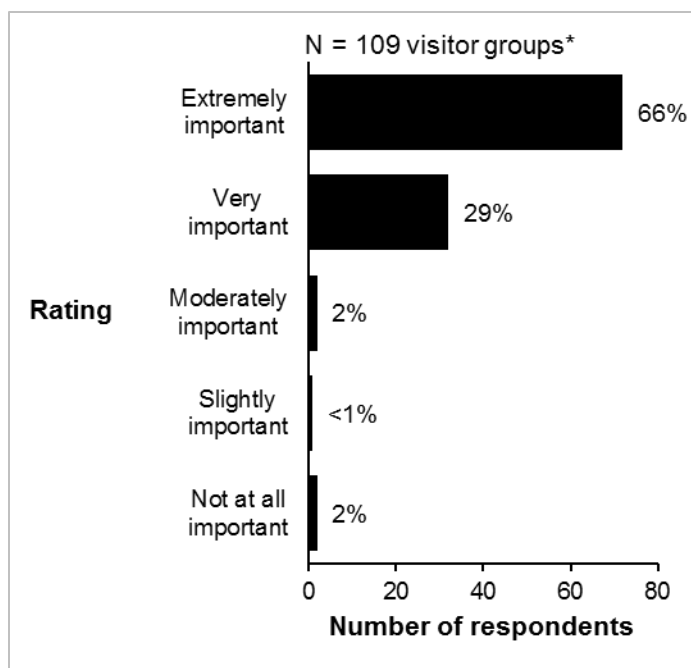


Figure 32. Importance of spending time with friends/family.

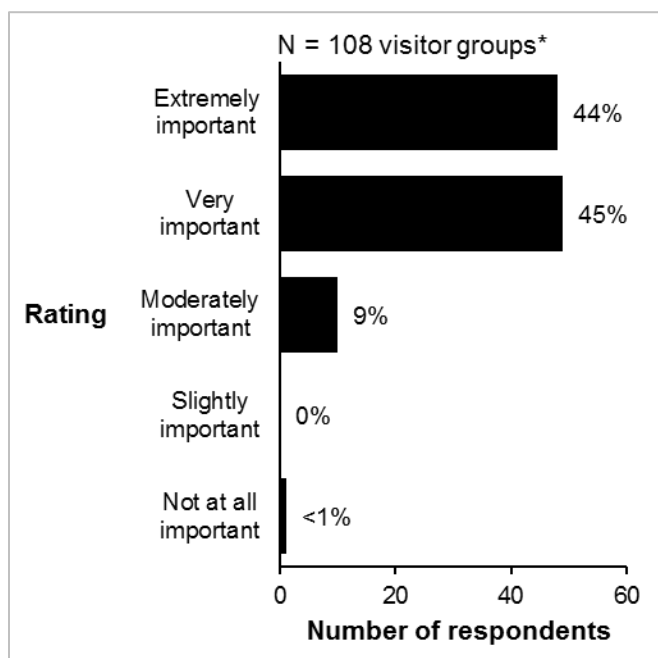


Figure 33. Importance of being outdoors.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

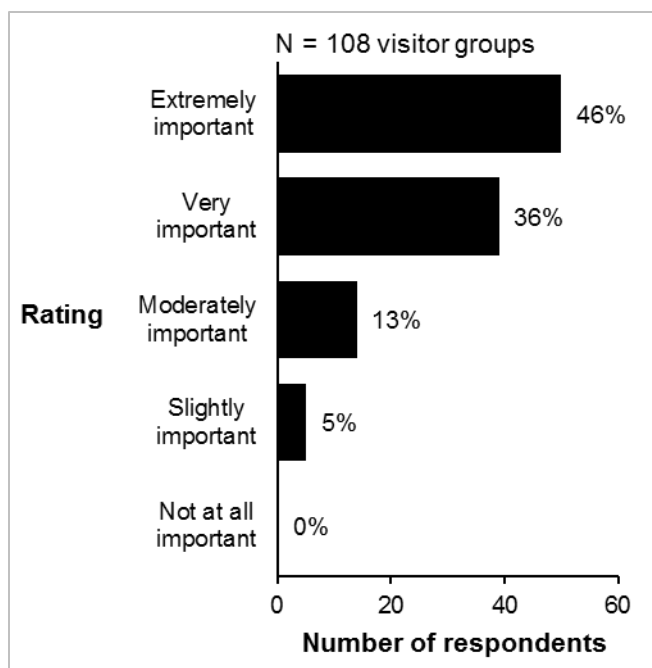


Figure 34. Importance of relaxing.

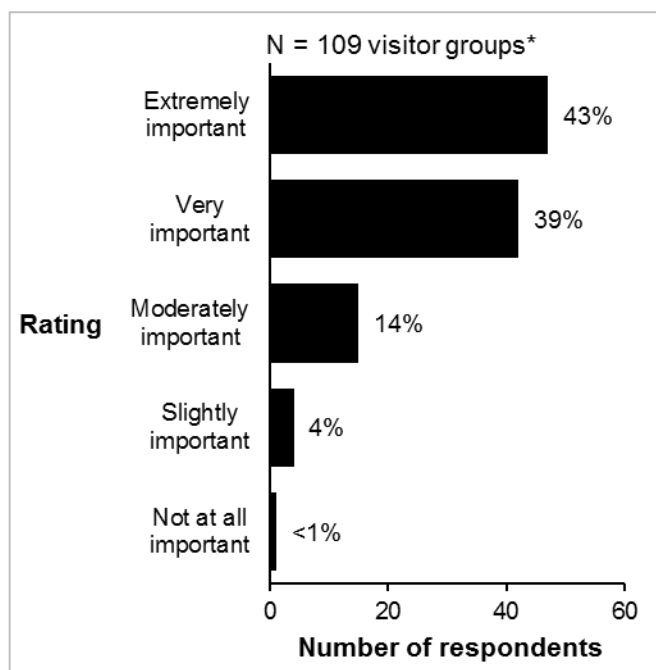


Figure 35. Importance of viewing wildlife or natural scenery.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

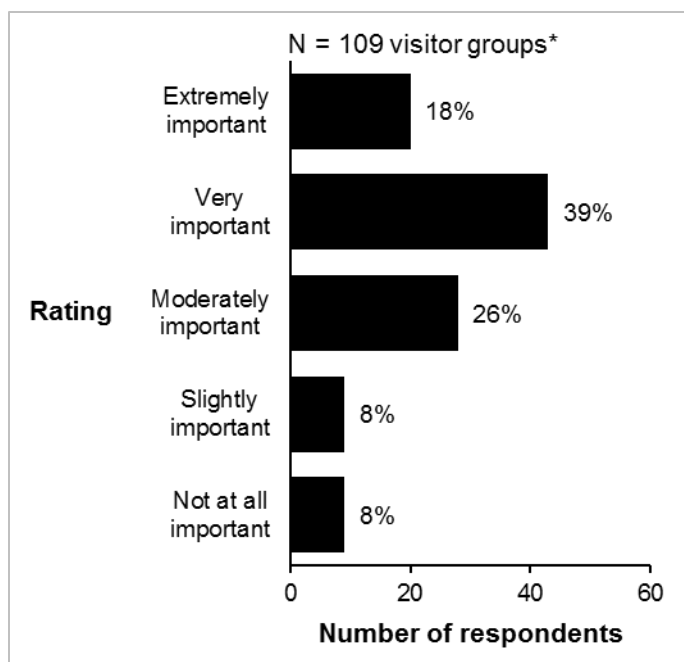


Figure 36. Importance of hearing the sounds of nature/quiet.

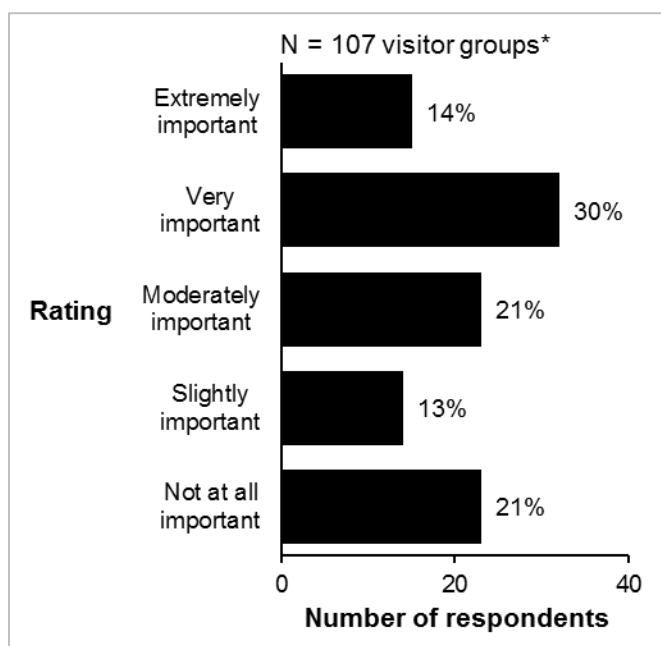


Figure 37. Importance of experiencing solitude.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer



Figure 38. Importance of getting physical exercise.

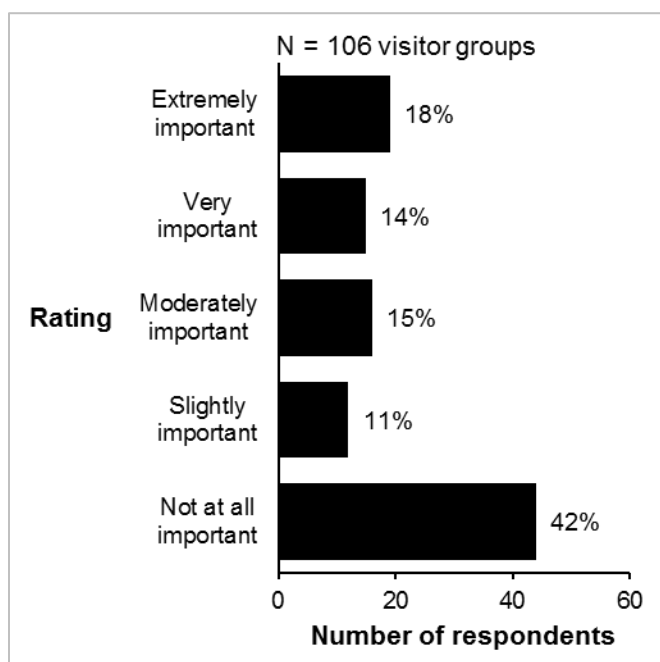


Figure 39. Importance of viewing dark night sky/stars.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

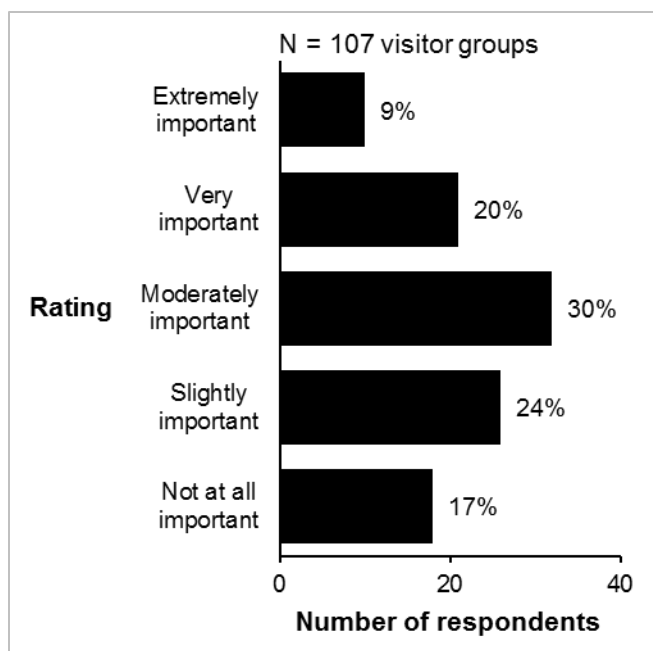


Figure 40. Importance of learning more about nature.

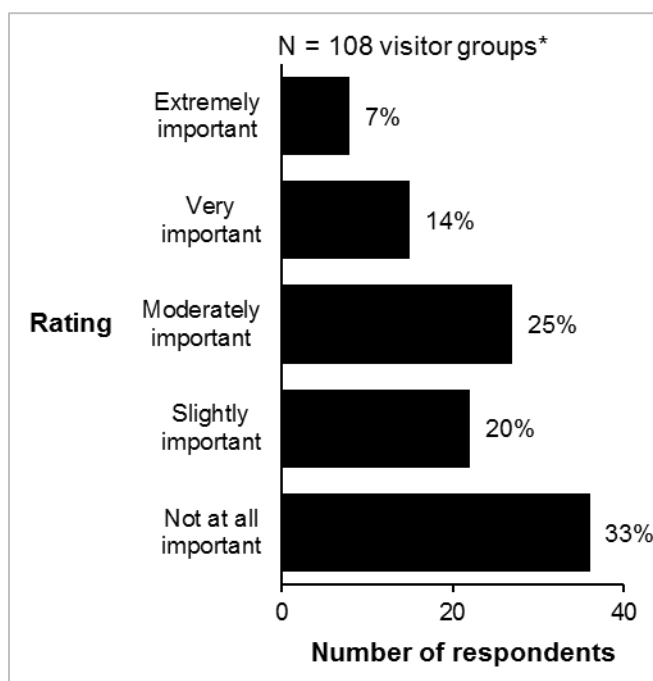


Figure 41. Importance of visiting a NPS site.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

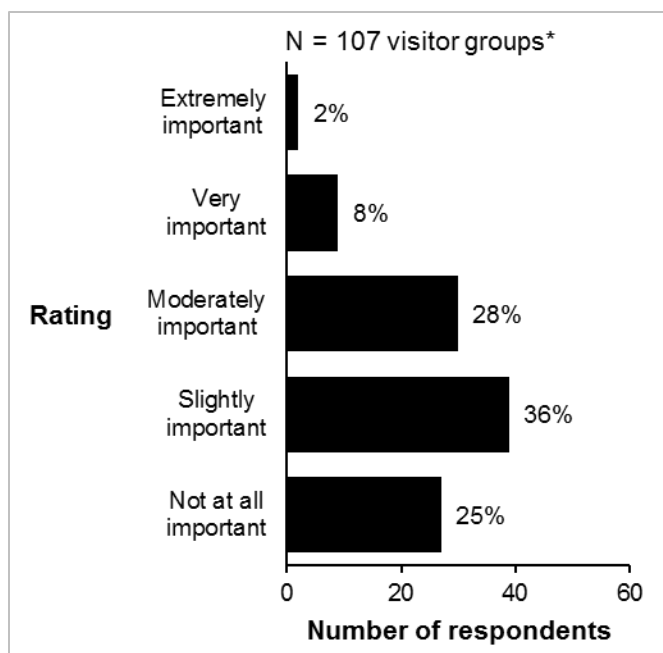


Figure 42. Importance of learning more about American history/culture.

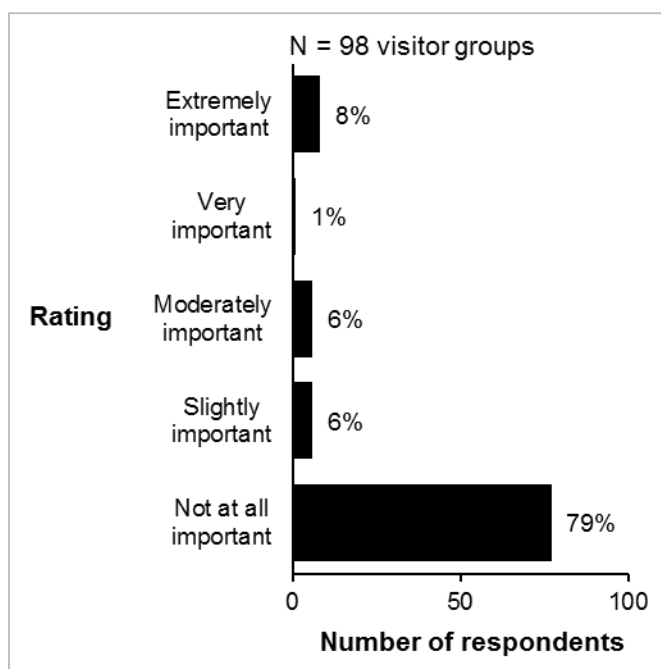


Figure 43. Importance of attending a special event.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Most important reason for visiting on this trip

Question 10

Of the reasons listed in Question 9, which was the most important reason for your visit to Niobrara NSR on this trip?

Results

- As shown in Figure 44, the most common most important reasons for visiting Niobrara NSR were:
 - 48% Spend time with friends/family
 - 16% View wildlife or natural scenery
 - 12% Other – recreate on the Niobrara River
- The least commonly reported most important reasons were:
 - <1% Attend a special event
 - <1% Get physical exercise
 - <1% Other
- Of those who responded “Other” (N = 1), reasons specified included:
 - “To learn and understand why NPS was told to manage a scenic river that is owned by private property owners.”

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

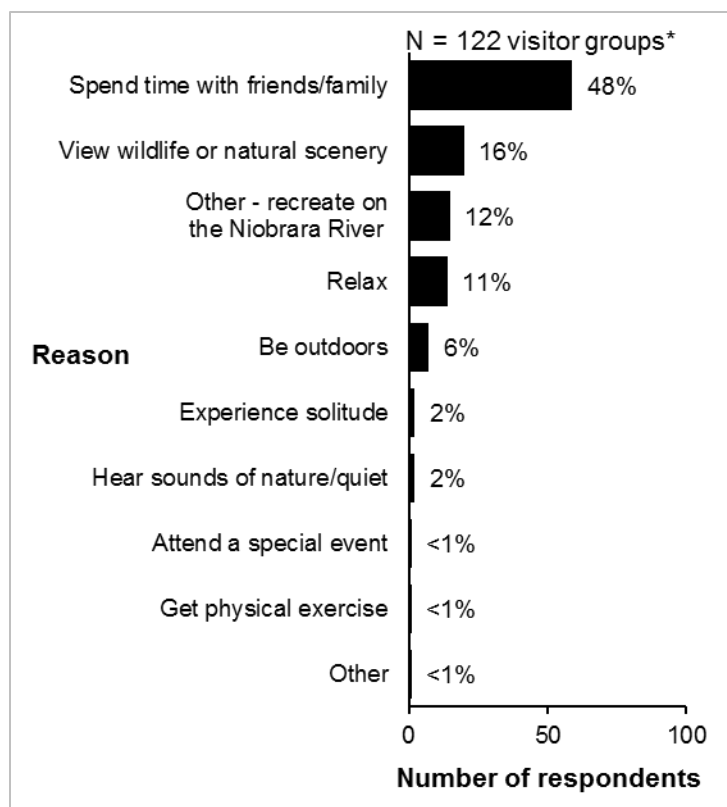


Figure 44. Most important reason for visiting the park on this trip.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Park Experience and Activities

Length of stay in Niobrara NSR

Question 6

On this trip, how much total time did you spend within Niobrara NSR?

Number of hours, if day trip

Results (Figure 45)

- 81% of visitor groups who spent less than 24 hours in the park visited for five or more hours.
- 11% of visitor groups who spent less than 24 hours in the park visited for four hours.
- The average number of hours spent in the park was 6.5 hours.

See Appendix 1 for more details.

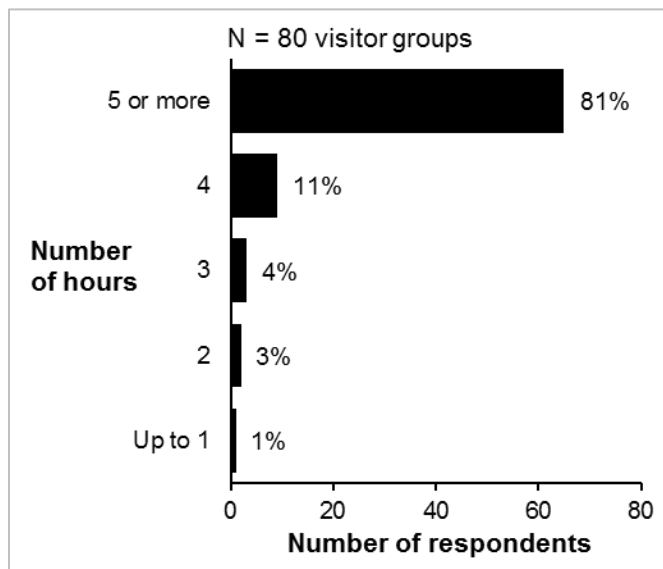


Figure 45. Number of hours visiting the park by groups who spent less than 24 hours in the park.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Number of days, if greater than 1 day

Results (Figure 46)

- 57% of visitor groups who reported spending 24 hours or more in the park visited for two days.
- 33% of visitor groups spent three or more days visiting the park.
- The average number of days spent visiting the park was 2.5 days.

See Appendix 1 for more details.

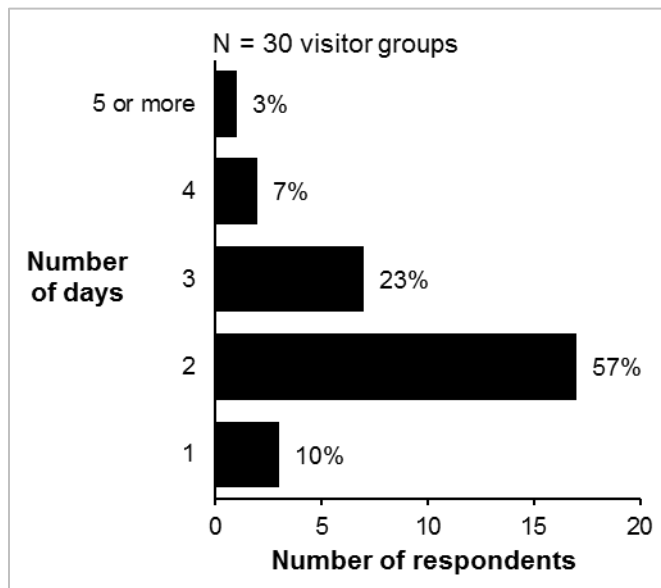


Figure 46. Number of days visiting the park by groups who spent 24 hours or more in the park.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Days entered or re-entered park

Question 5

On how many days during this trip did you enter or re-enter Niobrara NSR? If you were on a day trip or if you camped or lodged inside the park and did not leave the park boundaries for the entire length of your stay, then answer 1 day.

Results (Figure 47)

- 72% of visitor groups entered or re-entered the park on only one day.
- 19% of visitor groups entered or re-entered the park on two days.

See Appendix 1 for more details.

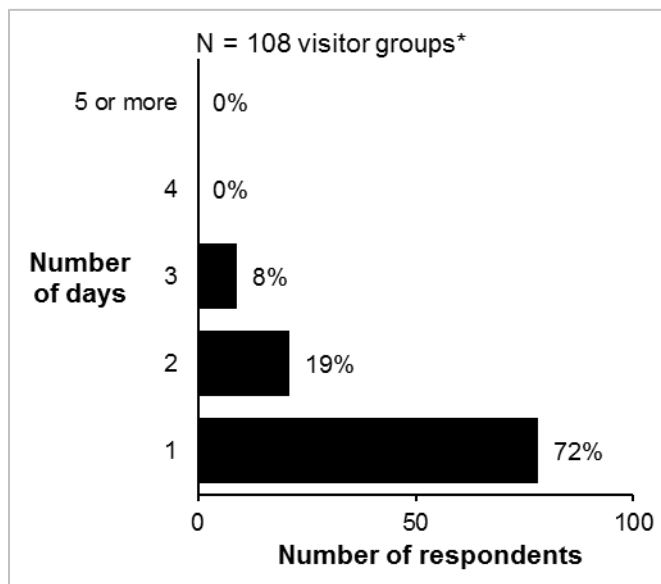


Figure 47. Number of days entered or re-entered park.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Overnight stay

Question 26a

On this trip to Niobrara NSR and the nearby area, did you stay overnight away from your permanent residence either inside Niobrara NSR or within the nearby area (within the shaded area of the map)?

See Figure 14 or Appendix 2 for map.

Results (Figure 48)

- 84% of visitor groups stayed overnight inside Niobrara NSR or within the nearby area on this trip.

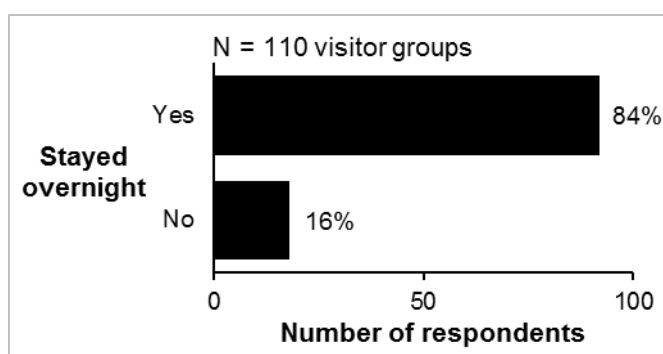


Figure 48. Visitors who stayed overnight in/near Niobrara NSR.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Nights spent in overnight accommodations

Question 26b

If YES, please list the number of nights you stayed in Niobrara NSR and/or in the nearby area (within the shaded area of the map) on this trip.

Results (Figure 49)

- Figure 49 shows the proportions of visitor groups that reported staying one or more nights in one of listed overnight accommodations.
- 58% of visitor groups who stayed overnight one or more nights stayed in lodging in the nearby area.
- 35% of visitor groups who stayed overnight one or more nights reported camping in the nearby area.

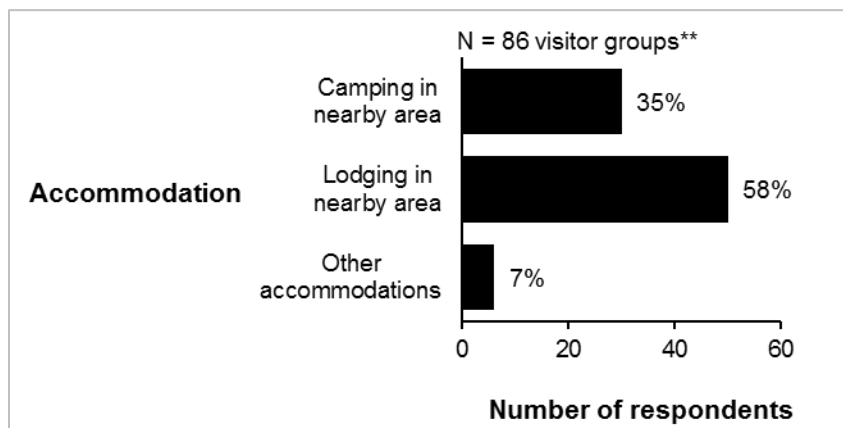


Figure 49. Accommodations for nights spent in Niobrara NSR or the nearby area.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Camping in the nearby area

Results (Figure 50)

- 43% of visitor groups who camped in the nearby area camped for two nights.
- 40% of visitor groups who camped in the nearby area camped for three or more nights.

See Appendix 1 for more details.

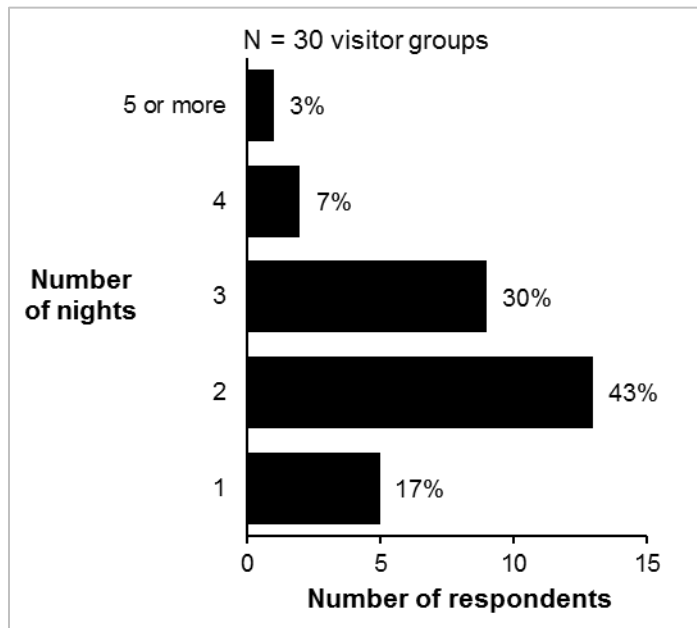


Figure 50. Nights spent camping in the nearby area.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Lodging in the nearby area

Results (Figure 51)

- 38% of visitor groups who stayed at lodging in the nearby area stayed for two nights.
- 36% of visitor groups who stayed at lodging in the nearby area stayed for one night.

See Appendix 1 for more details.

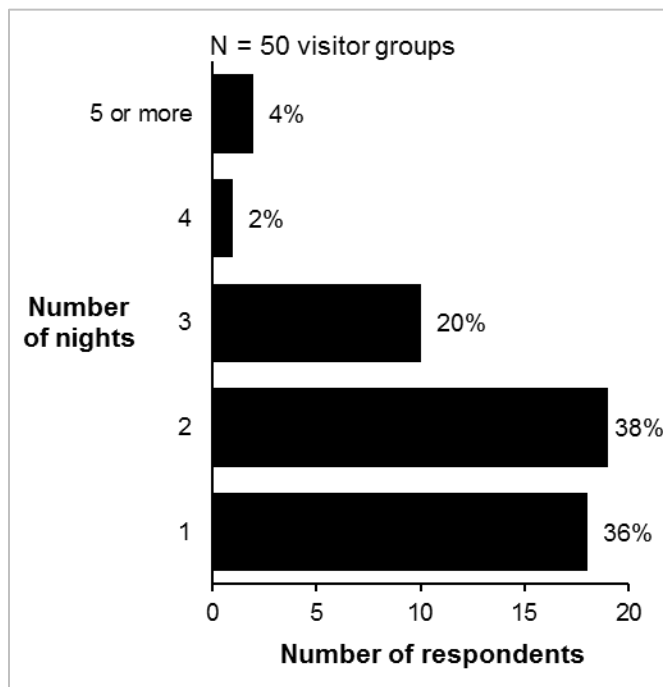


Figure 51. Nights spent in lodging in the nearby area.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Other accommodations (e.g., friends/relatives)

Results (Figure 52)

- 50% of visitor groups who stayed overnight in other accommodations stayed for one night.
- 33% of visitor groups who stayed overnight in other accommodations stayed for two nights.
- 17% of visitor groups who stayed overnight in other accommodations stayed for three nights.

See Appendix 1 for more details.

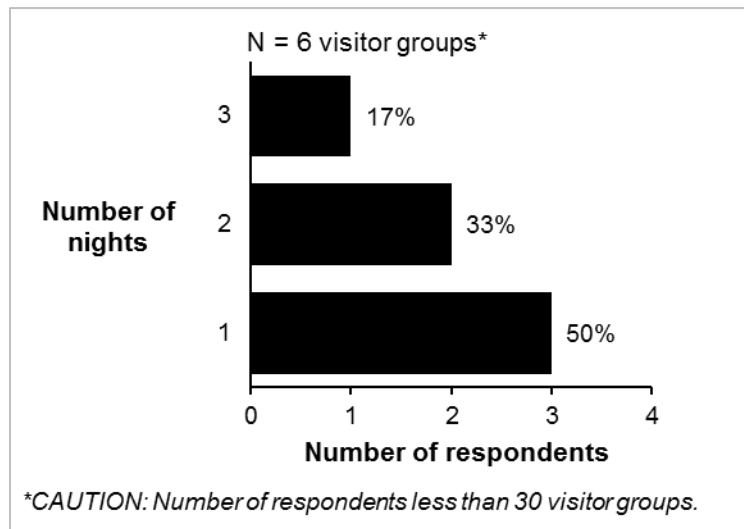


Figure 52. Nights in other accommodations (e.g., friends/relatives).

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visits to other National Park Service sites

Question 28

Did you visit any other National Park Service sites on your trip away from home?

Results (Figure 53)

- 79% of visitor groups did not visit other NPS units on their trip away from home.

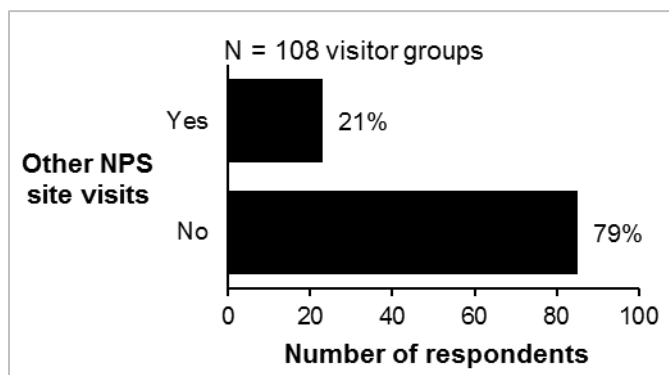


Figure 53. Visited other NPS sites on trip away from home.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Other National Park Service sites visited

Question 28

If YES, please specify other National Park Services sites you visited.

Results (Table 15)

- Of those visitor groups that did visit other NPS units on their trip (21%), the most common other NPS units included:
 - Mount Rushmore National Memorial (mentioned eight times)
 - Badlands National Park (mentioned seven times)
 - Devils Tower National Monument (mentioned five times)

Table 15. Other National Park Service sites visited. N = 13 comments. Some visitor groups may have visited more than one other NPS site.

Site	Frequency of times mentioned
Mount Rushmore National Memorial	8
Badlands National Park	7
Devils Tower National Monument	5
Chimney Rock National Historic Site	2
Rocky Mountain National Park	2
Scotts Bluff National Monument	2
Yellowstone National Park	2
Other NPS Sites	6

CAUTION: Number of respondents less than 30 visitor groups

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Activity participation

Question 11

On this trip, in which of the following activities did you personally participate within Niobrara NSR?

Results

- As shown in Figure 54, the most common activities in which visitor groups participated were:
 - 86% Viewing wildlife, natural features, scenery, wildflowers, etc.
 - 85% Non-motorized water travel
 - 55% Walking/short hike (<1 hour)
- Of those who responded “Non-motorized water travel” (85%), activities in which groups participated included:
 - “Tubing”
 - “Kayaking”
 - “Canoeing”
- Of those who responded “Water play” (34%), activities in which groups participated included:
 - “Swimming”
 - “Playing in the waterfall”
 - “Tubing”
- Of those who responded “Other” (5%), activities in which groups participated included:
 - “Ranger guided river trips”

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

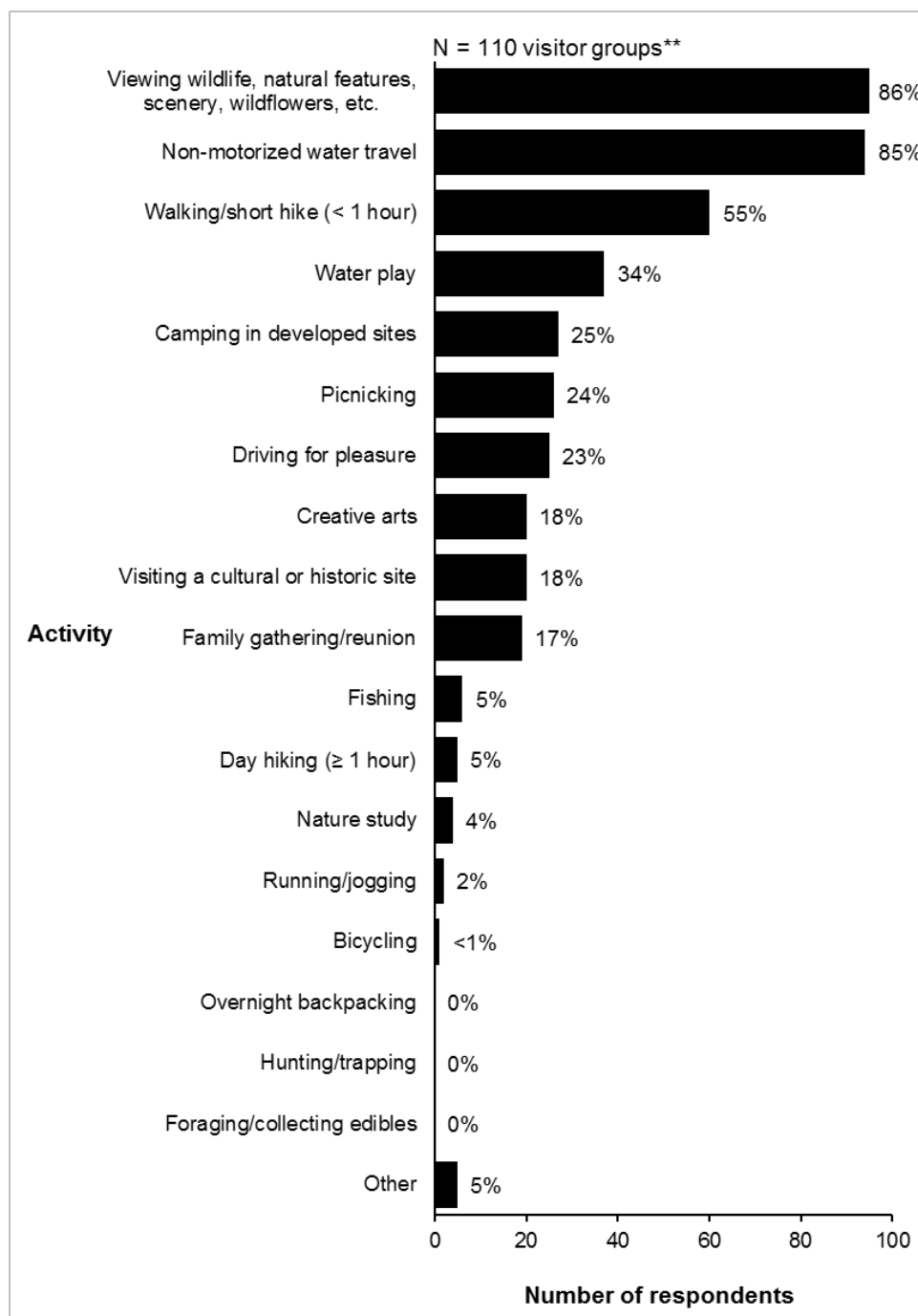


Figure 54. Participation in activities on this trip.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Primary activity on this trip

Question 12

Of the activities listed in Question 11, which was your primary activity during your visit to Niobrara NSR on the day you were contacted for this survey?

Results

- As shown in Figure 55, the most common primary activity listed by visitor groups was:
 - 83% Non-motorized water travel
- 4% of visitor groups did not have a primary activity.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

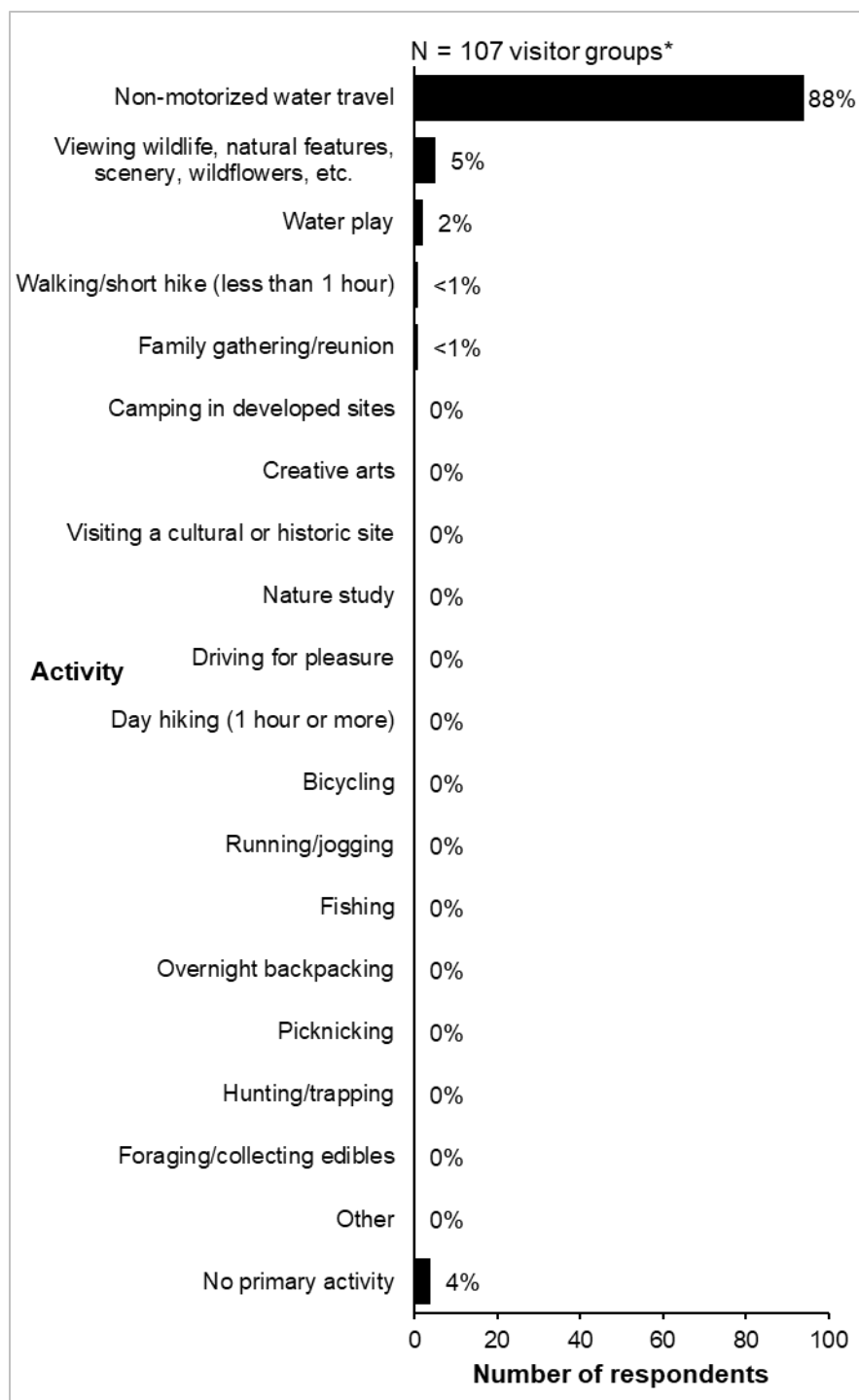


Figure 55. Primary activity on this trip to Niobrara NSR.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitors with physical conditions

Question 17a

Did anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services, during your visit to Niobrara NSR?

Results (Figure 56)

- Less than 1% of visitor groups had members with physical conditions that made it difficult to access or participate in park activities or services.

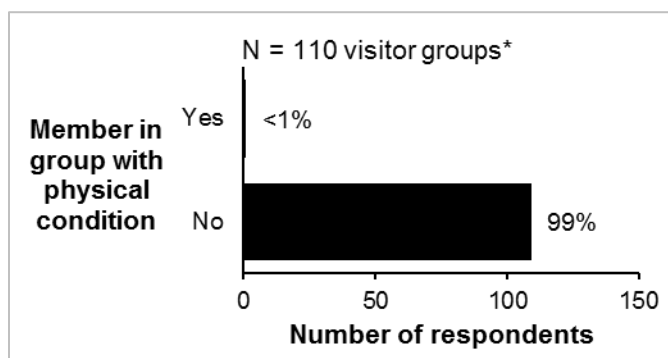


Figure 56. Visitors with physical conditions.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 17b

If YES, what activities, services, or facilities did the person(s) have difficulty participating in or accessing? (open-ended)

Results (Table 16)

Table 16. Activities/services/facilities difficult to participate in/access. N = 1 comment.

Activity, service, or facility	Frequency of times mentioned
Walking	1

CAUTION: Number of respondents less than 30 visitor groups

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 17c

Because of the physical condition, which specified difficulties did the person(s) have?

Results (Figure 57)

- Of the visitor groups that had at least one member with a physical condition, the member(s) had specific difficulties with mobility (100%).

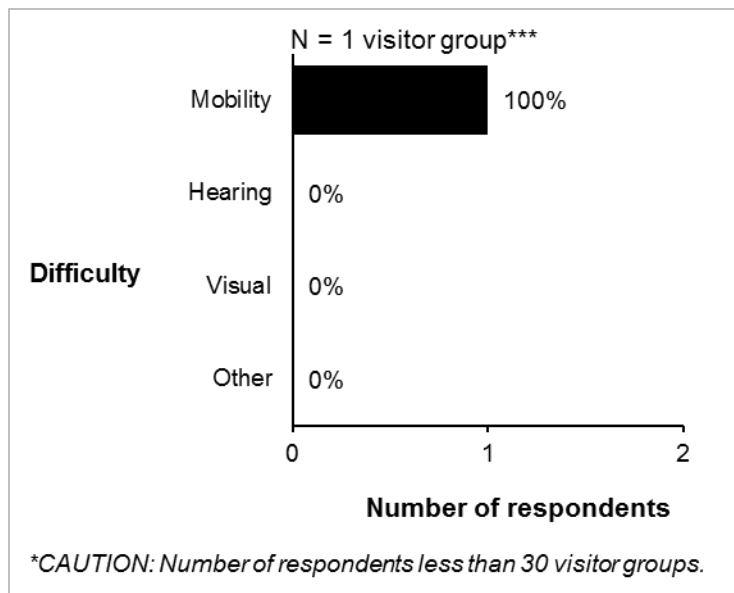


Figure 57. Specific difficulties had by visitor group member(s).

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Programs and services participation

Question 13

On this trip, in which of the following programs and services did you personally participate within Niobrara NSR?

Results

- As shown in Figure 58, the most common programs and services in which visitor groups participated were:
 - 47% Talking informally with a ranger
 - 39% Viewing outdoor exhibits
 - 32% Reading the park brochure or newspaper
 - 29% Going to the Visitor Center
- Of those who responded “Other” (13%), programs and services included:
 - “Boating”
 - “Tubing”
 - “Driving tour”

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

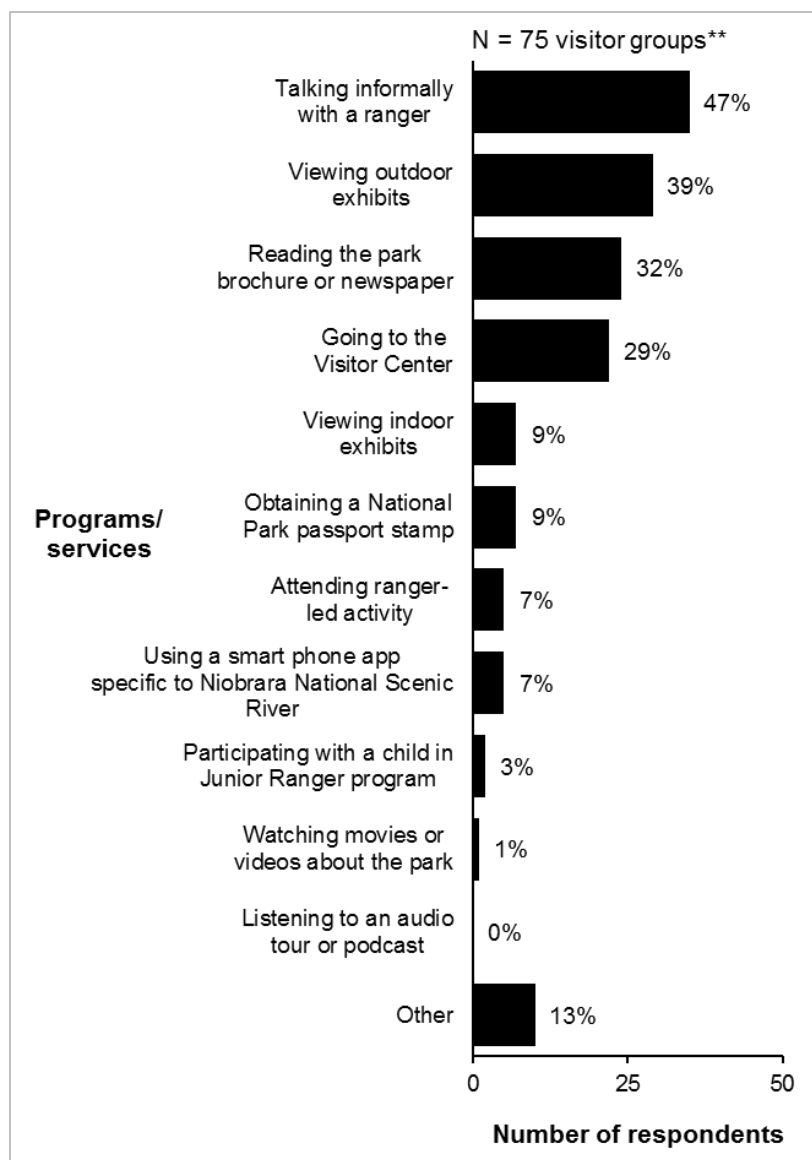


Figure 58. Participation in programs and services.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Learning from park staff, programs, and/or exhibits

Question 14

On this visit to Niobrara NSR, did you learn anything from park staff, programs, and/or exhibits about American history, nature, and/or culture?

Results (Figure 59)

- 25% of visitors learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.

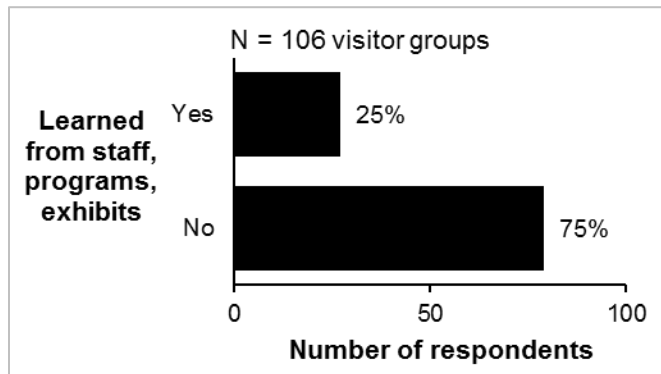


Figure 59. Visitors who learned something from park staff, programs, and/or exhibits.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 15

If YES, please specify subjects you learned about (open-ended).

Results (Table 17)

- Table 17 shows the subjects visitors learned about from park staff, programs, and/or exhibits. The most frequently mentioned subjects were:
 - “Wildlife” (mentioned 5 times)
 - “Area information” (mentioned 4 times)

Table 17. Subjects learned. N = 29 comments. Some visitor groups may have visited more than one other NPS site.

Site	Frequency of times mentioned
Wildlife	5
Area information	4
Geology	3
History	3
Waterfalls	3
Fossils	2
Hydrology	2
Locals	2
Other subjects	10

CAUTION: Number of respondents less than 30 visitor groups

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Learning about subjects on future visits

Question 15 (yes or no)

If you were to visit Niobrara NSR in the future, are there specific subjects you would like to learn about?

Results (Figure 60)

- 82% of visitors did not have specific subjects they would like to learn about on a future visit to Niobrara NSR.

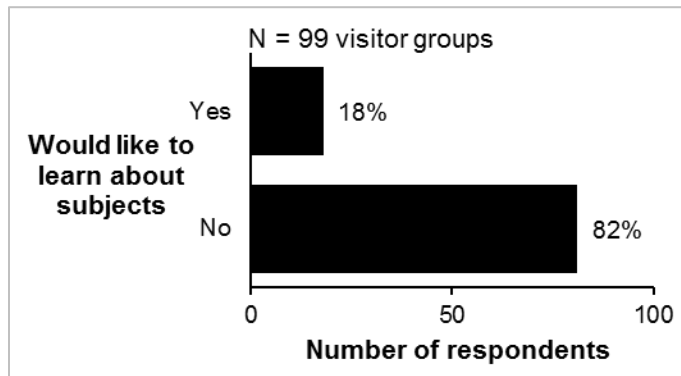


Figure 60. Visitors who would like to learn about specific subjects on future visits.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 15 (subjects)

If YES, please specify subjects you would like to learn about (open-ended).

Results (Table 18)

- Table 18 shows the subjects visitors would like to learn about on future visits to Niobrara NSR. The most frequently mentioned subjects were:
 - “History” (mentioned 5 times)
 - “Wildlife” (mentioned 3 times)
 - “Tourism information” (mentioned 3 times)

Table 18. Subjects visitors would like to learn. N = 19 comments. Some visitor groups may have made more than one comment.

Subject	Frequency of times mentioned
History	5
Wildlife	3
Tourism Information	3
Paleontology	2
Ranger programs/exhibits	2
Other subjects	5

CAUTION: Number of respondents less than 30 visitor groups

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Expenditures

Purchase of package tour(s)

Question 29a

Did you or anyone in your personal group purchase any package tours that included at least some meals, some lodging, and/or some transportation while on this trip?

Results (Figure 61)

- 14% of visitor groups had at least one member who purchased a package tour.

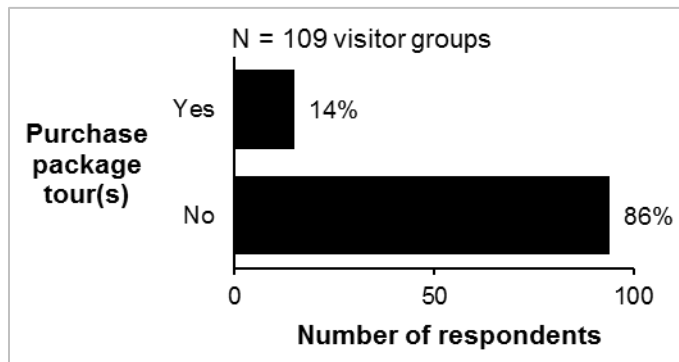


Figure 61. Visitor groups with member(s) who purchased packaged tour(s).

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 29b

If YES, what was the total length of your package tour(s)?

Results (Figure 62)

- Of the 14% of visitor groups who purchased a package tour:
 - 64% purchased a package tour with a total length of one day.
 - 36% purchased a package tour with a total length of two or more days.
 - The median total length of package tours purchased was one day.

See Appendix 1 for more details.

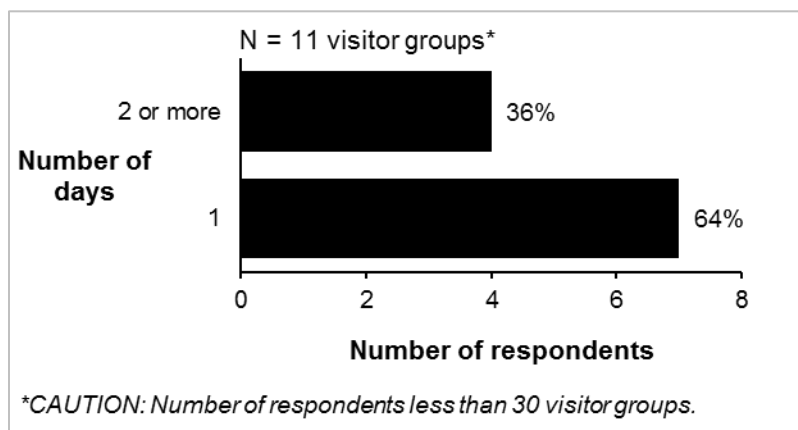


Figure 62. Total length of package tour(s) purchased by at least one group member.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 29c

If YES, what was the total cost per person for the package tour(s)?

Results (Figure 63)

- Of the 14% of visitor groups who purchased a package tour:
 - 67% purchased a package tour with a total cost of up to \$100 per person.

See Appendix 1 for more details.

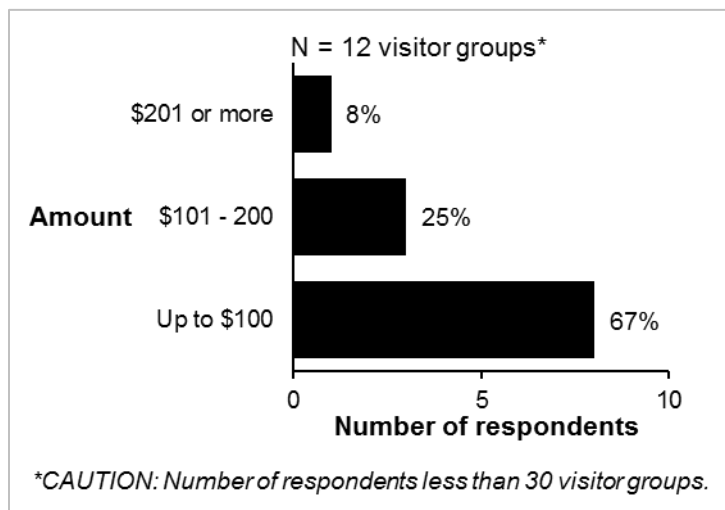


Figure 63. Total cost per person for package tour(s) purchased by at least one group member.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 29d

If YES, how many people in your personal group were on the package tour(s)?

Results (Figure 64)

- Of the 14% of visitor groups who purchased a package tour:
 - 67% were on a package tour with five or more people.

See Appendix 1 for more details.

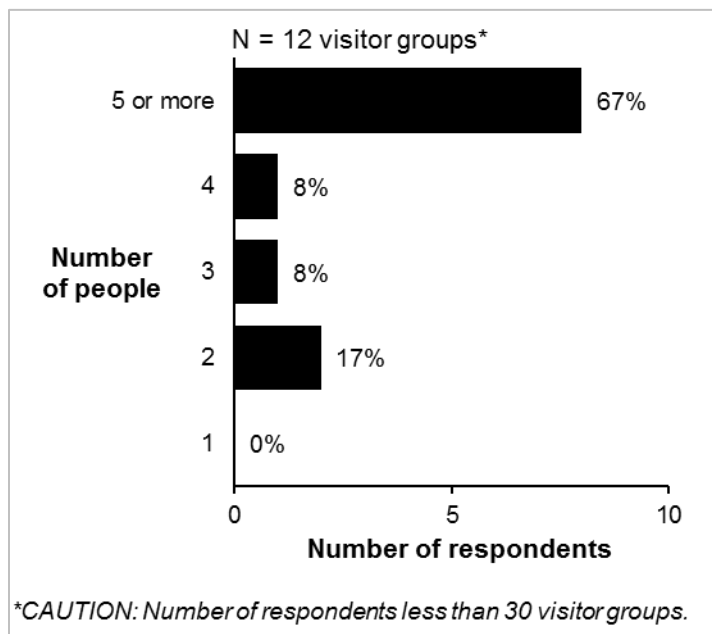


Figure 64. Number of group members on package tour(s) purchased by at least one group member.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Items included in package tour(s) as a part of visit

Question 29e

If YES, which of the following were included in the package tour(s) as part of your visit to Niobrara NSR and the nearby area (within the shaded area of the map)?

Results (Figure 65)

- Of the 14% of visitor groups who purchased a package tour, the most common items that were included in the package tours purchased were:
 - 73% Local ground transportation
 - 73% Gear
 - 40% Local water transportation
- Of those who responded “Other” (13%), items included:
 - “Camping Non-electric”
 - “Kayak and life jackets”

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

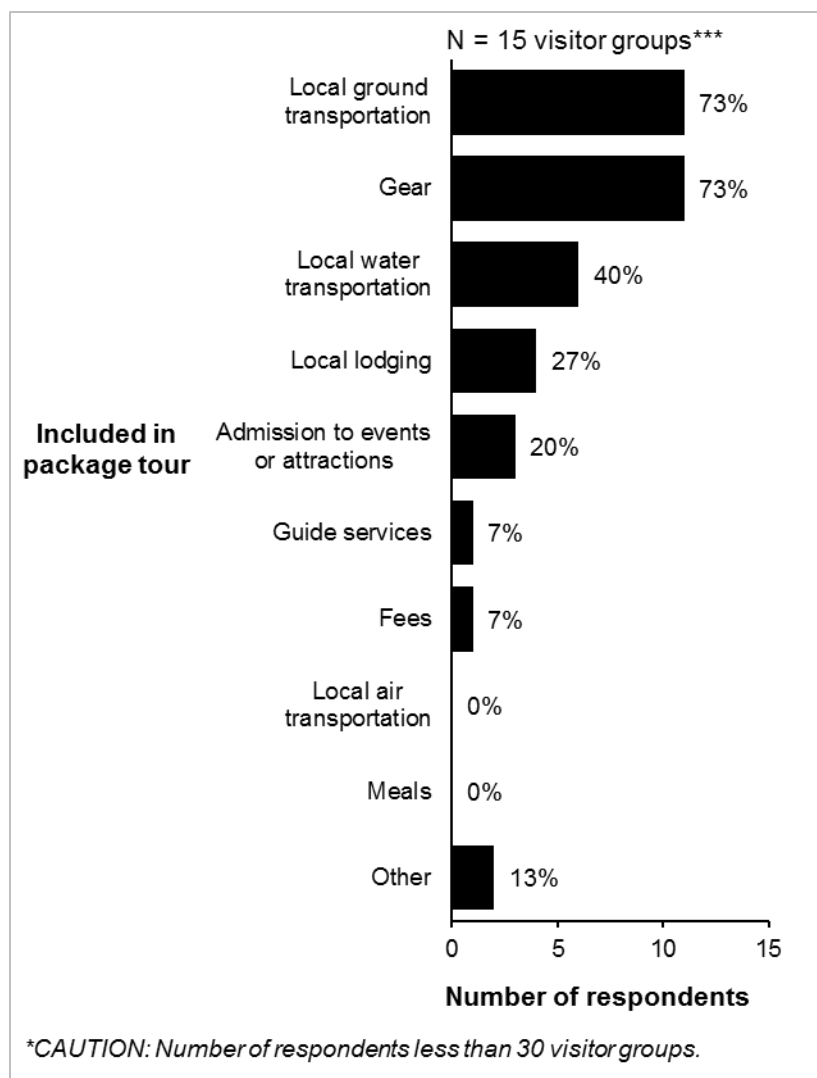


Figure 65. Items included in package tour(s) purchased by at least one group member.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Total expenditures inside Niobrara NSR and nearby area

Question 30

Please estimate how much you and your personal group with whom you shared expenses (e.g., other family members, traveling companions) spent both inside Niobrara NSR and within the nearby area (within the shaded area of the map) during your time in the nearby area. If you reported expenditures for package tours, please only include individual expenses that were NOT part of your package tour(s).

Note: Residents living with the highlighted area of the map should only include expenditures that were directly related to this trip in Niobrara NSR.

See Figure 14 or Appendix 2 for map.

Results – group expenditures excluding package tour expenses (Figure 66)

- 27% of visitor groups spent \$251 to \$500 in Niobrara NSR and the nearby area.
- 22% of visitor groups spent \$1 to \$250 in Niobrara NSR and the nearby area.
- 22% of visitor groups spent \$501 to \$750 in Niobrara NSR and the nearby area.

See Appendix 1 for more details.

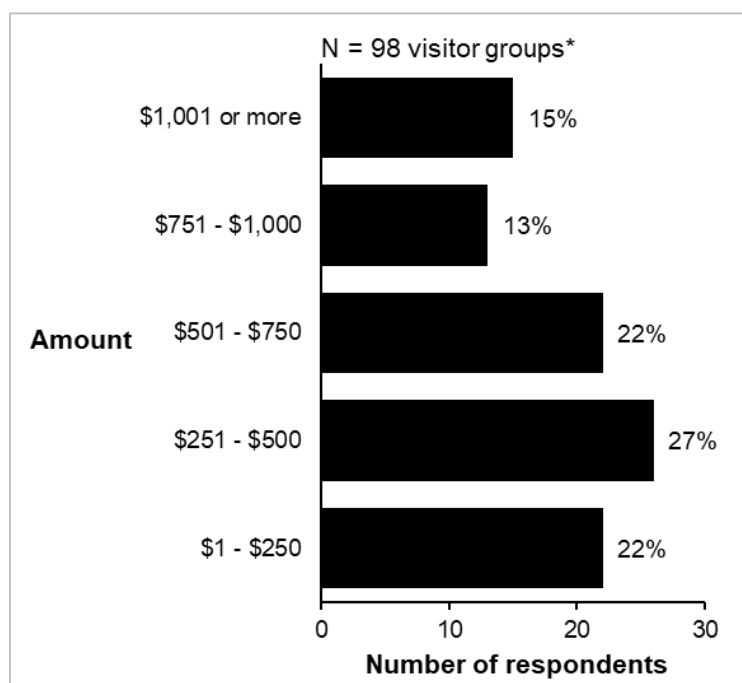


Figure 66. Total expenditures inside the park and in nearby area.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Percentages of total expenditures inside park and nearby area

Question 30

Please estimate how much you and your personal group with whom you shared expenses (e.g., other family members, traveling companions) spent both inside Niobrara NSR and within the nearby area (within the shaded area of the map) during your time in the nearby area.

See Figure 14 or Appendix 2 for map.

Results (Figure 67)

- Percentages of group expenditures (excluding package tour expenses):
 - 19% Equipment rental
 - 17% Hotels, motels, resorts
 - 15% Specialty lodging

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

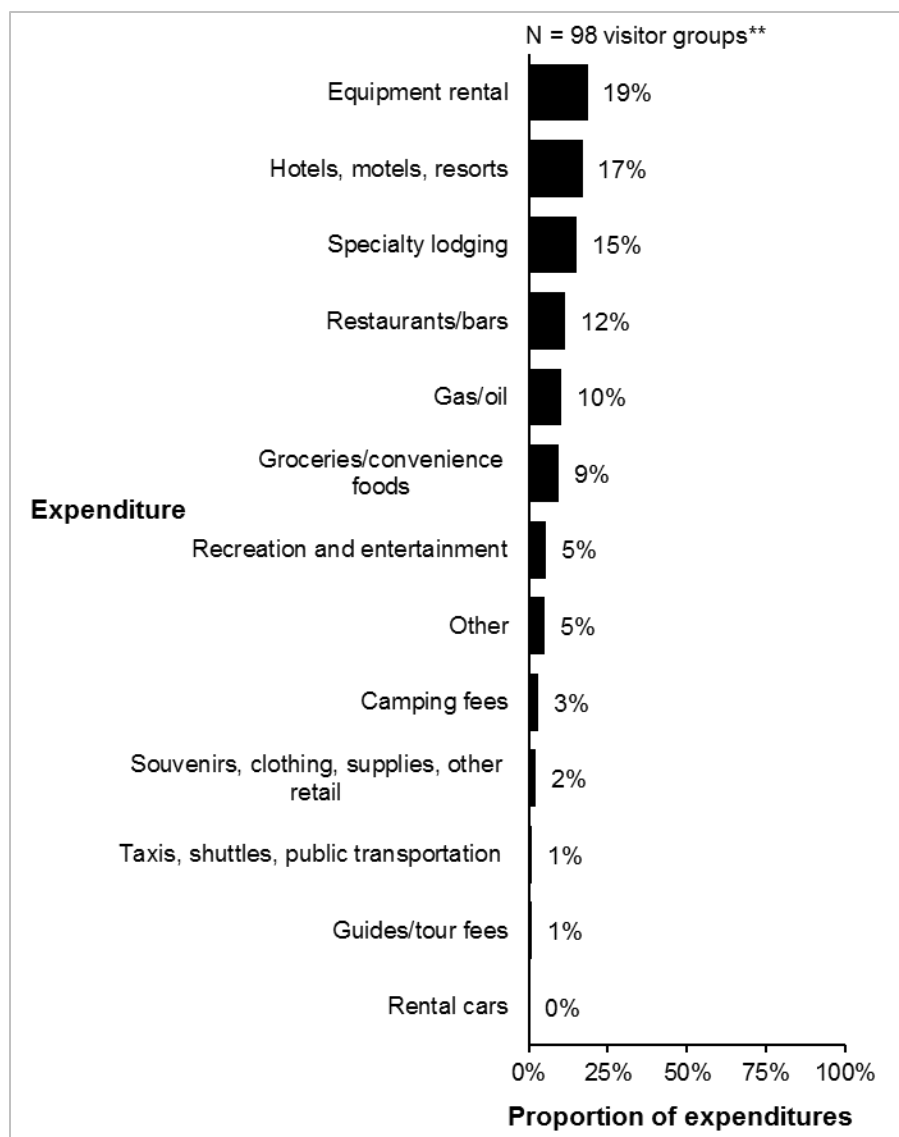


Figure 67. Percentages of total expenditures within the park and nearby area.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Number of people covered by expenses

Question 32a

Including yourself, how many people in your personal group were covered by the expenses for this trip away from home?

Results (Figure 68)

- 44% of visitor groups had five or more people covered by expenses.
- 22% of visitor groups had two people covered by expenses.

See Appendix 1 for more details.

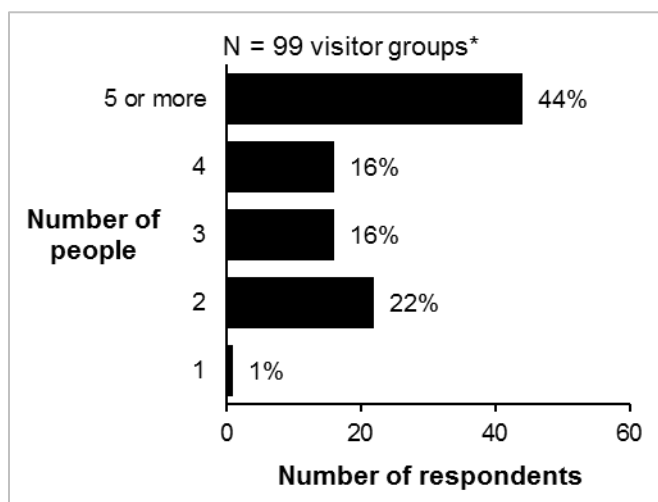


Figure 68. Visitors covered by expenses.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Adults covered by expenses

Question 32a

Including yourself, how many adults (18 years or over) in your personal group were covered by the expenses for this trip away from home?

Results (Figure 69)

- 48% of visitor groups had two adults covered by expenses.
- 30% of visitor groups had five or more adults covered by expenses.

See Appendix 1 for more details.

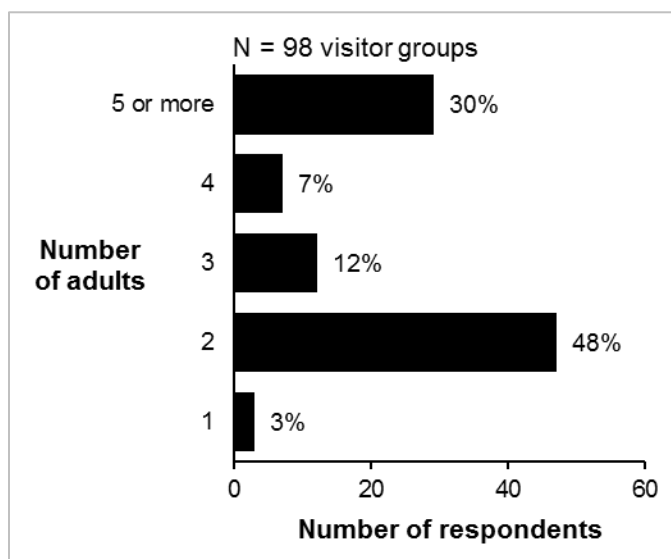


Figure 69. Adults covered by expenses.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Children covered by expenses

Question 32a

How many children (under 18 years) in your personal group were covered by the expenses for this trip away from home?

Results (Figure 70)

- 49% of visitor groups had no children covered by expenses.
- 21% of visitor groups had three or more children covered by expenses.
- 19% of visitor groups had two children covered by expenses.

See Appendix 1 for more details.

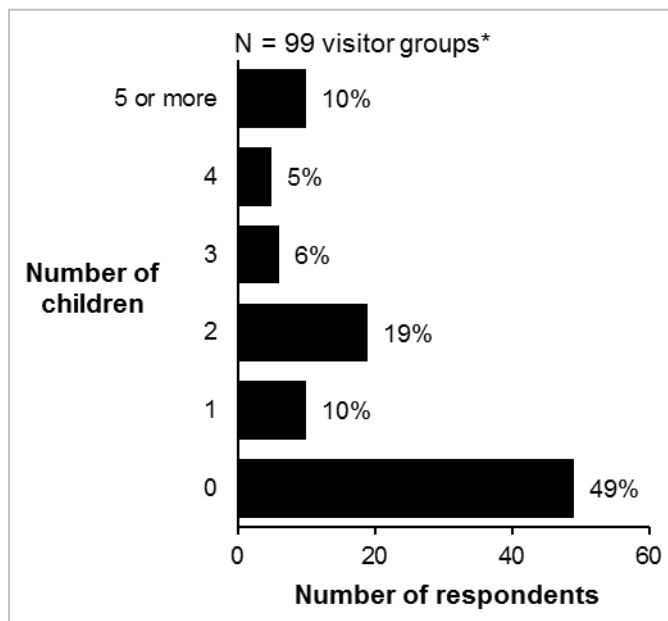


Figure 70. Children covered by expenses.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Sharing of expenses

Question 32b

Including yourself, how many people in your group split these trip expenses?

Results (Figure 71)

- 32% of visitor groups had two people split trip expenses.
- 29% of visitor groups had five or more people split trip expenses.
- 21% of visitor groups did not split the expenses.

See Appendix 1 for more details.

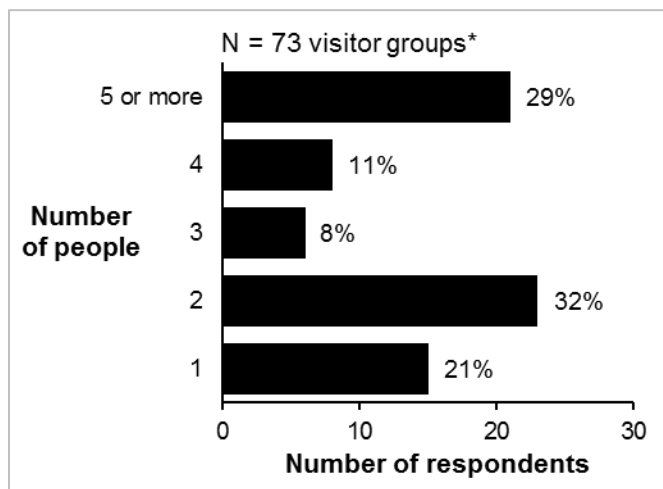


Figure 71. Sharing of expenses in visitor group.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Total expenditures outside of park and nearby area

Question 32

For you and any members of your personal group with whom you shared expenses, please record any additional money spent outside of the map area during your trip away from home (for example, travel or food expenditures).

Results (Figure 72)

- 50% of visitor groups spent \$1 to \$250 on additional expenses outside of Niobrara NSR and the nearby area.
- 21% of visitor groups spent \$251 to \$500 on additional expenses outside of Niobrara NSR and the nearby area.
- 8% of visitor groups spent no additional money outside of Niobrara NSR and the nearby area.

See Appendix 1 for more details.

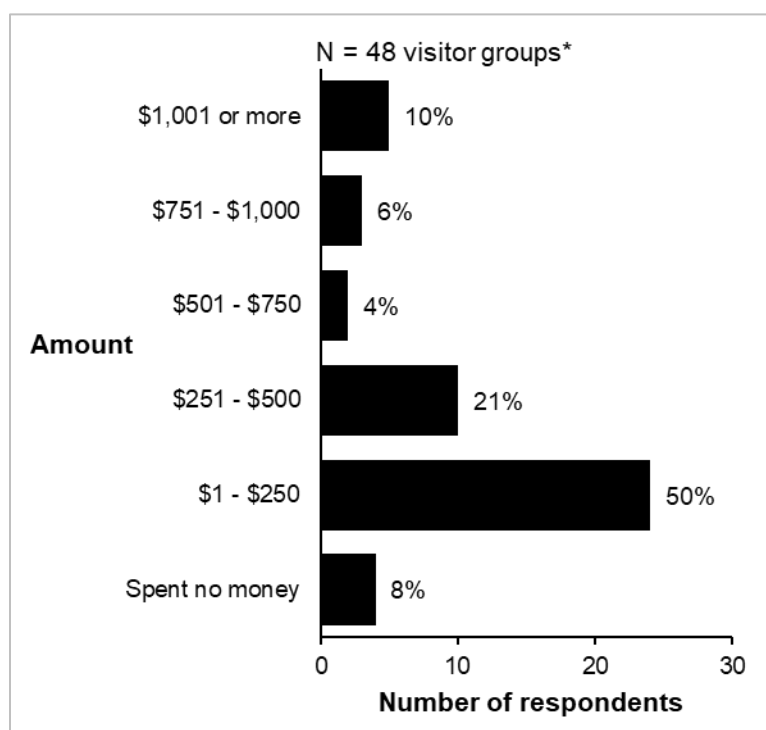


Figure 72. Total expenditures outside of park and nearby area.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Evaluations of Park Experience and Post-Trip Experience

Aspects most liked about visit to Niobrara NSR

Question 18

What did you like most about your visit to Niobrara NSR (open-ended)?

Results (Table 19)

- Table 19 shows the aspects visitor groups liked most about their visit. The most frequently mentioned aspects were:
 - “Niobrara River” (mentioned 27 times)
 - “Non-motorized water travel” (mentioned 25 times)
 - “Scenery” (mentioned 25 times)

Table 19. Aspects most liked about visit. N = 107 comments. Some visitor groups may have made more than one comment.

Aspect	Frequency of times mentioned
Niobrara River	27
Non-motorized water travel	25
Scenery	25
Peace and quiet	16
Nature	13
Relaxation	10
Spending time with friends/family	9
Waterfalls	9
Wildlife	8
Solitude	6
Cleanliness	5
Outdoors	5
Natural beauty	4
Camping	3
Staff	3
Other comments	13

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Aspects least liked about visit to Niobrara NSR

Question 19

What did you like least about your visit to Niobrara NSR (open-ended)?

Results (Table 20)

- Table 20 shows the aspects visitor groups least liked about their visit. The most frequently mentioned aspects were:
 - “Heat/weather” (mentioned 11 times)
 - “Drunken groups” (mentioned 10 times)

Table 20. Aspects least liked about visit. N = 74 comments. Some visitor groups may have made more than one comment.

Aspect	Frequency of times mentioned
Heat/weather	11
Drunken groups	10
Condition of roads/infrastructure	9
No cell service	8
Other people	7
Bugs	6
Fees	5
Crowds	4
NPS policies	3
Litter	2
Wanted to see more wildlife	2
Other aspects	7

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Expectations for visit to Niobrara NSR

Question 20 (yes or no)

Did your visit to Niobrara NSR, on this trip, meet your expectations?

Results (Figure 73)

- 93% of visitor groups had their expectations met during their visit to Niobrara NSR on this trip.
- Of those who responded “Not at all” (<1%), reasons mentioned included:
 - “Did not know how to find things”

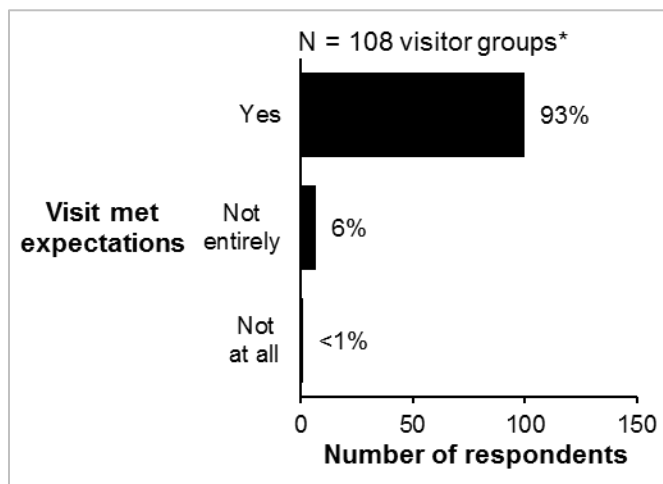


Figure 73. Meeting of expectations for visit on this trip.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 20 (explain)

If NOT ENTIRELY, please explain (open-ended).

Results (Table 21)

- Table 21 shows the reasons visitor groups' expectations were "not entirely" met. The most frequently mentioned reasons were:
 - "Drunken groups" (mentioned 5 times)
 - "Crowds" (mentioned 2 times)

Table 21. Reasons expectations were "not entirely" met. N = 10 comments. Some visitor groups may have made more than one comment.

Reason	Frequency of times mentioned
Drunken groups	5
Crowds	2
Other reasons	4

CAUTION: Number of respondents less than 30 visitor groups

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Importance of use of personal electronic devices

Question 16

How important to you was it during your visit to Niobrara NSR to use personal electronic devices to do each of the following, and how would you rate the quality of the service in Niobrara NSR required to do each?

Rating choices:

- 1 = Extremely important
- 2 = Very important
- 3 = Moderately important
- 4 = Slightly important
- 5 = Not at all important

Results (Figure 74)

- Figure 74 shows the combined proportions of “extremely important” and “very important” ratings for use of a personal electronic device.
- The uses that received the highest combined proportions of “extremely important” and “very important” ratings were:
 - 28% Make/receive cell phone call
 - 23% Send/receive text message
- Of those who responded, “Other” (N = 19), uses included:
 - “GPS”
 - “Stream music”

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

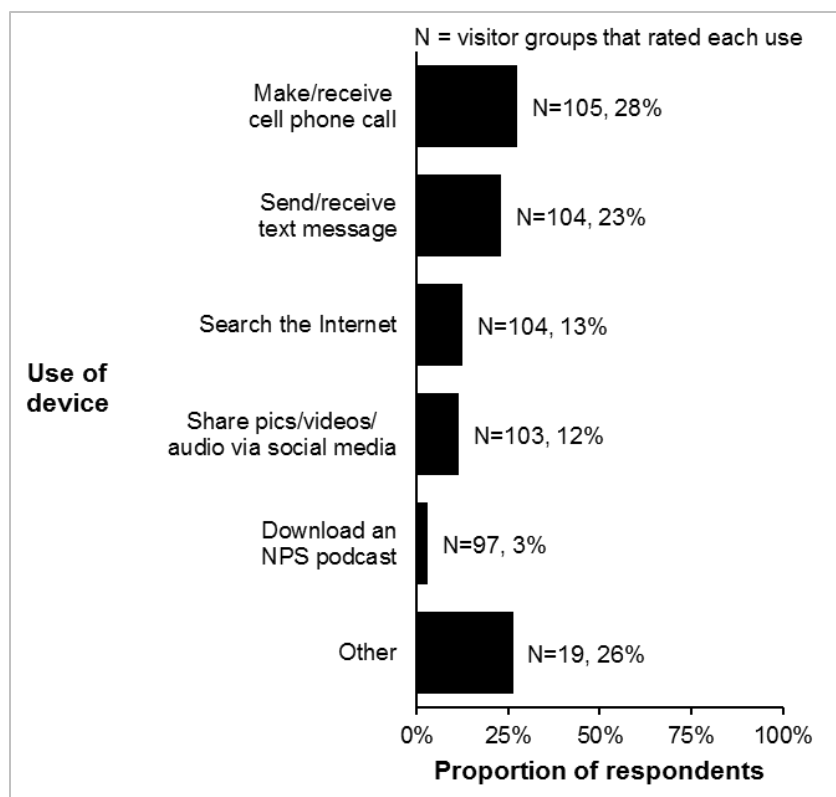


Figure 74. Importance of using personal electronic devices.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Quality of service required to use personal electronic devices

Question 16

How important to you was it during your visit to Niobrara NSR to use personal electronic devices to do each of the following, and how would you rate the quality of the service in Niobrara NSR required to do each?

Rating choices:

- 1 = Very good
- 2 = Good
- 3 = Average
- 4 = Poor
- 5 = No service at all
- 99 = Not applicable

Results (Figure 75)

- Figure 75 shows the combined proportions of “very good” and “good” ratings for quality of service required to use a personal electronic device.
- The uses that received the highest combined proportions of “very good” and “good” ratings for quality of services required were:
 - 31% Send/receive text message
 - 27% Make/receive cell phone call
 - 26% Search the internet
- Of those who responded “Other” (N = 11), uses included:
 - “GPS”
 - “Explore area”

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

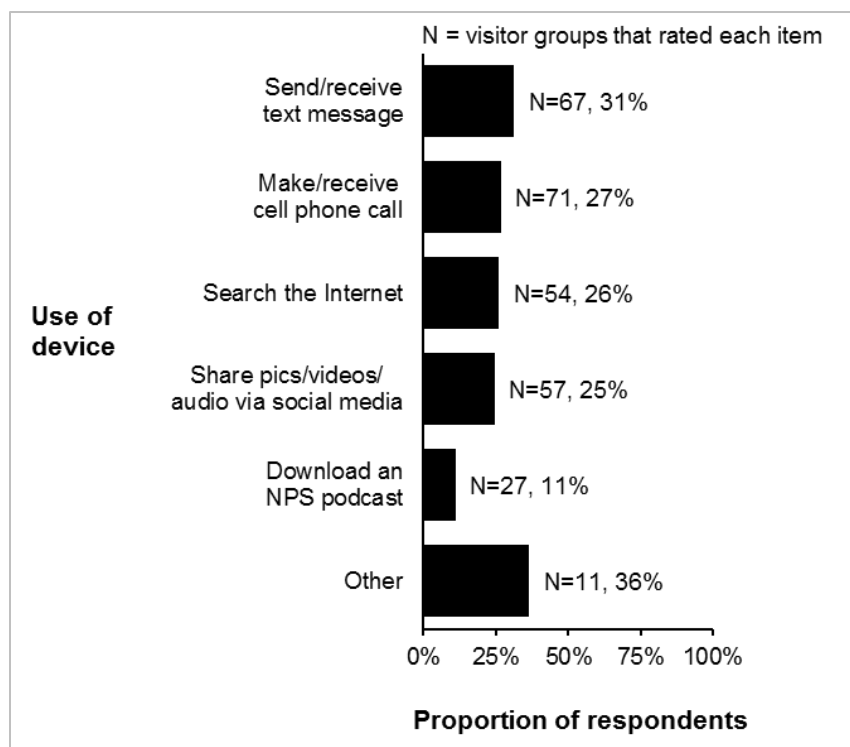


Figure 75. Quality of service required to use personal electronic devices.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Mean scores of importance and quality ratings for use of personal electronic devices

Question 17

- Figure 76 shows the mean scores of importance and quality ratings for all uses of personal electronic devices.
- All uses of personal electronic devices were rated relatively unimportant.
- The quality of service required was rated relatively average to poor for each use.

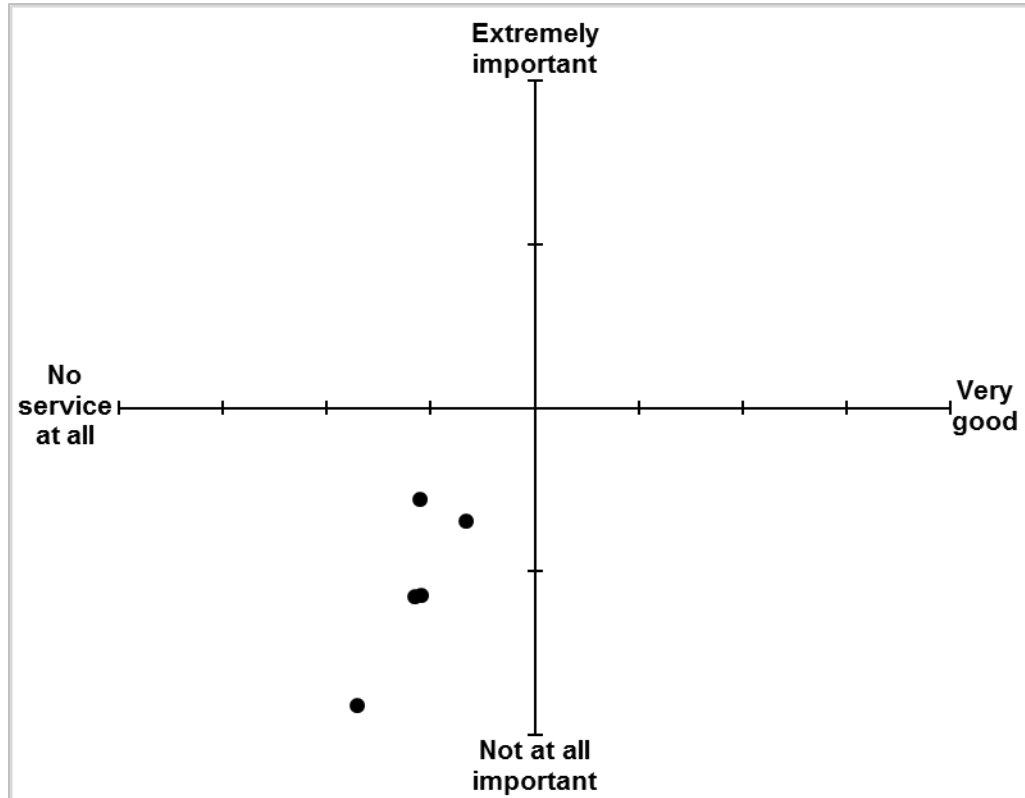


Figure 76. Mean scores for importance and quality ratings for use of personal electronic devices.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Safety

Question 21

To what extent do you agree or disagree with each of the following statements?

Niobrara NSR is a safe place to visit.

Results (Figure 77)

- 51% of visitor groups agreed that Niobrara NSR is a safe place to visit.
- 47% of visitor groups strongly agreed with this statement.

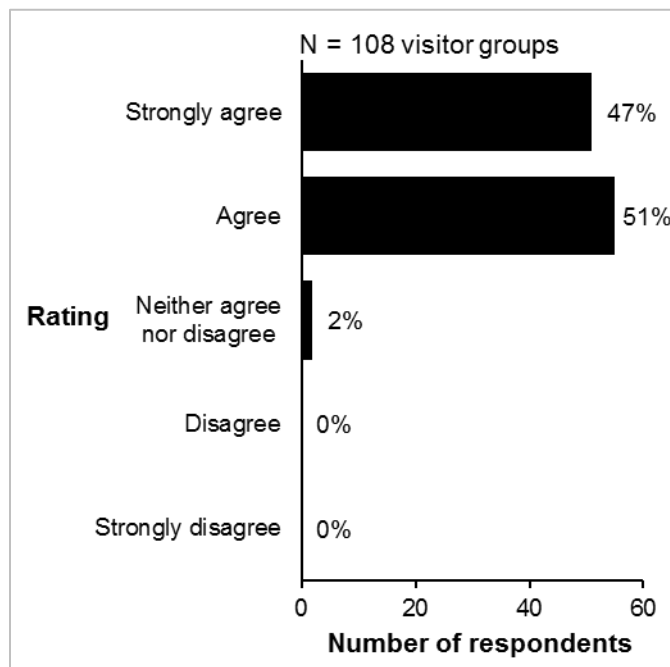


Figure 77. Extent of agreement/disagreement with statement on safety of Niobrara NSR.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Crowding

Question 21

To what extent do you agree or disagree with each of the following statements?

Niobrara NSR is too crowded.

Results (Figure 78)

- 47% of visitor groups disagreed that Niobrara NSR is too crowded.
- 24% of visitor groups neither agreed nor disagreed with this statement.

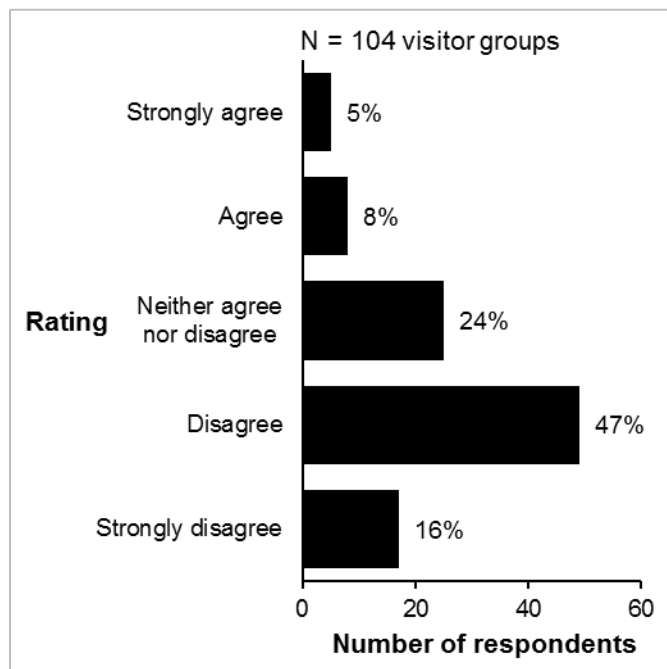


Figure 78. Extent of agreement/disagreement with statement on crowding in Niobrara NSR.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Condition of natural resources

Question 21

To what extent do you agree or disagree with each of the following statements?

Natural resources in Niobrara NSR are in pristine condition.

Results (Figure 79)

- 62% of visitor groups agreed that natural resources in Niobrara NSR are in pristine condition.
- 23% of visitor groups strongly agreed with this statement.

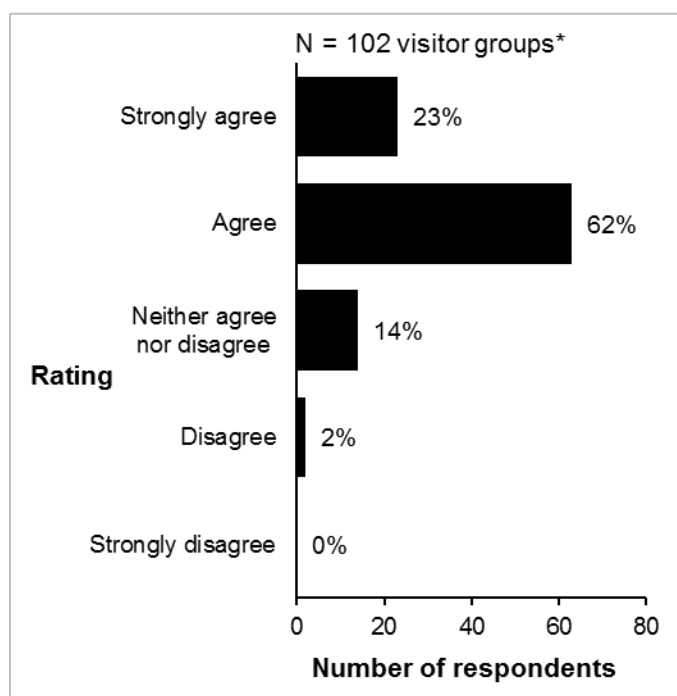


Figure 79. Extent of agreement/disagreement with statement on condition of natural resources in Niobrara NSR.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Vandalism and crime

Question 21

To what extent do you agree or disagree with each of the following statements?

Vandalism and crime are not a problem in Niobrara NSR.

Results (Figure 80)

- 53% of visitor groups agreed that vandalism and crime are not a problem in Niobrara NSR.
- 27% of visitor groups strongly agreed with this statement.

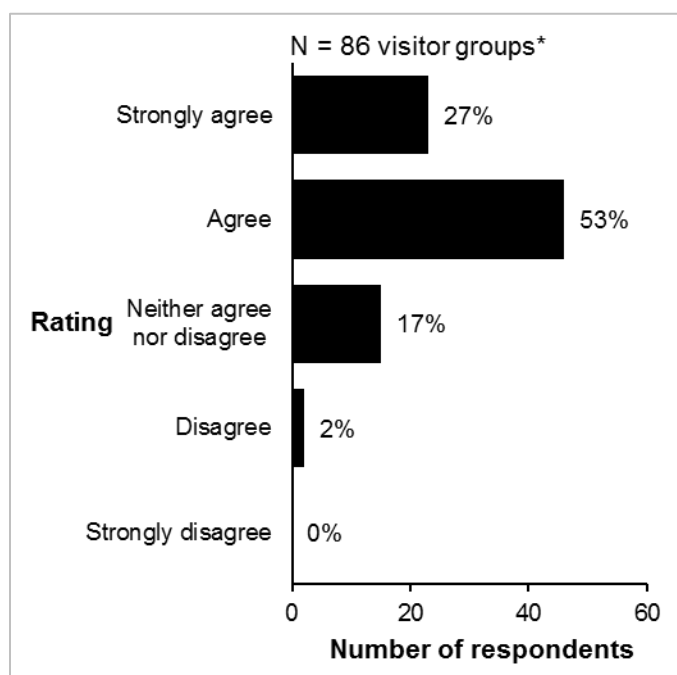


Figure 80. Extent of agreement/disagreement with statement on vandalism and crime in Niobrara NSR.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Accessibility

Question 21

To what extent do you agree or disagree with each of the following statements?

Niobrara NSR is not accessible to persons with physical disabilities.

Results (Figure 81)

- 72% of visitor groups neither agreed nor disagreed that Niobrara NSR is not accessible to persons with physical disabilities.
- 33% of visitor groups disagreed with this statement.

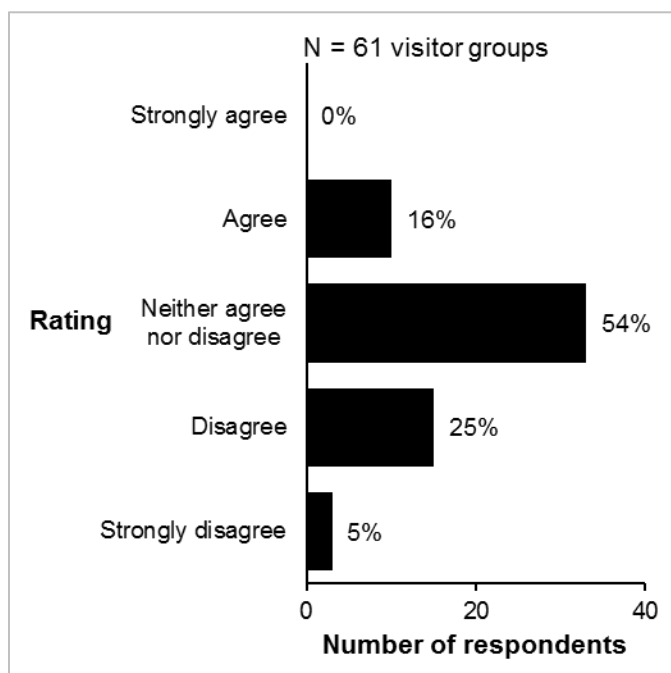


Figure 81. Extent of agreement/disagreement with statement on accessibility of Niobrara NSR.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Condition of historical and cultural features

Question 21

To what extent do you agree or disagree with each of the following statements?

Historical and cultural features in Niobrara NSR are well maintained/preserved.

Results (Figure 82)

- 57% of visitor groups agreed that historical and cultural features in Niobrara NSR are well maintained/preserved.
- 21% of visitor groups neither agreed nor disagreed with this statement.

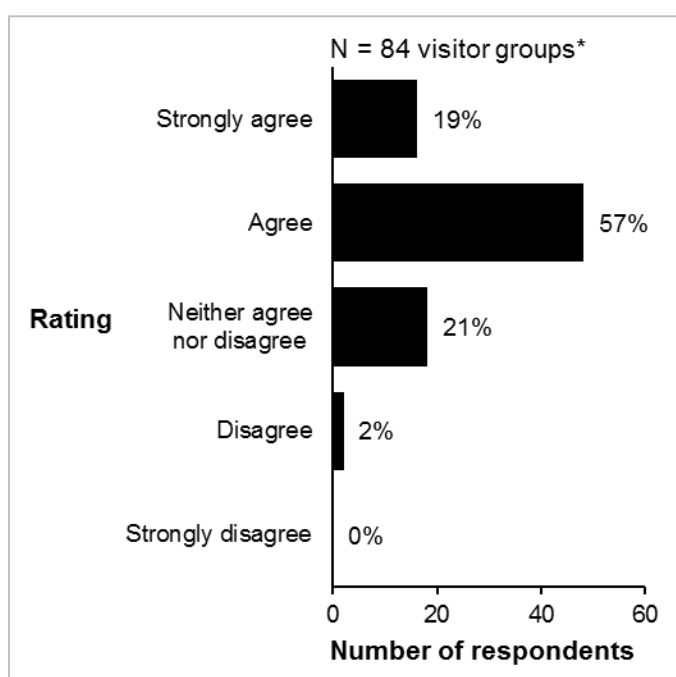


Figure 82. Extent of agreement/disagreement with statement on condition of historical and cultural features in Niobrara NSR.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Development of adjacent areas

Question 21

To what extent do you agree or disagree with each of the following statements?

Development of adjacent areas detracts from visitors' experiences at Niobrara NSR.

Results (Figure 83)

- 35% of visitor groups neither agreed nor disagreed that development of adjacent areas detracts from visitors' experiences at Niobrara NSR.
- 33% of visitor groups disagreed with this statement.

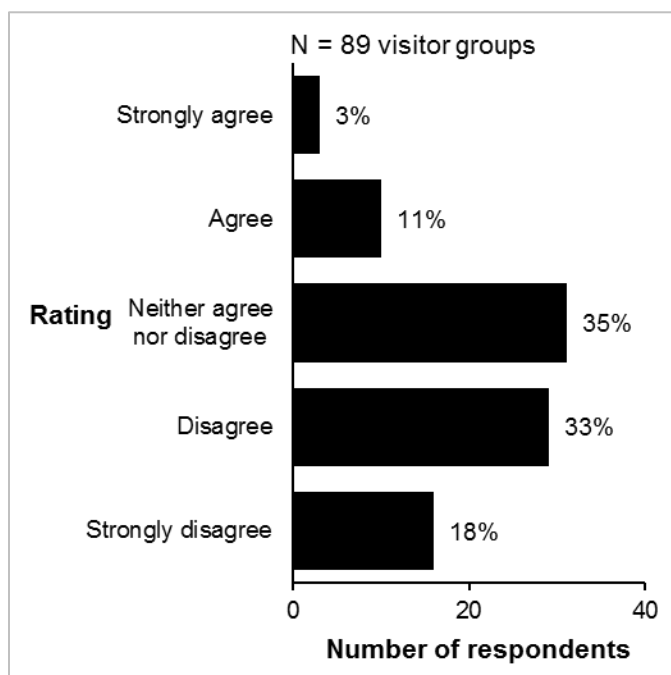


Figure 83. Extent of agreement/disagreement with statement on development of adjacent areas near Niobrara NSR.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Quality of facilities, services, and recreational opportunities

Question 22

How would you rate the quality of the facilities, services, and recreational opportunities in Niobrara NSR?

Rating choices:

- 1 = Very good
- 2 = Good
- 3 = Average
- 4 = Poor
- 5 = Very poor

Results (Figure 84)

- Figure 84 shows the combined proportions of “very good” and “good” ratings for facilities, services, and recreational opportunities.
- The facilities, services, and recreational opportunities that received the highest combined proportions of “very good” and “good” ratings were:
 - 96% Outdoor recreation
 - 93% Visitor center
 - 90% Ranger programs
- The facilities, services, and recreational opportunities that received the lowest combined proportions of “very good” and “good” ratings were:
 - 68% Learning about nature, history, or culture
 - 65% Commercial services in the park
 - 45% Restrooms
- Figure 85 through Figure 96 show ratings for each facility, program, or recreational opportunity.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

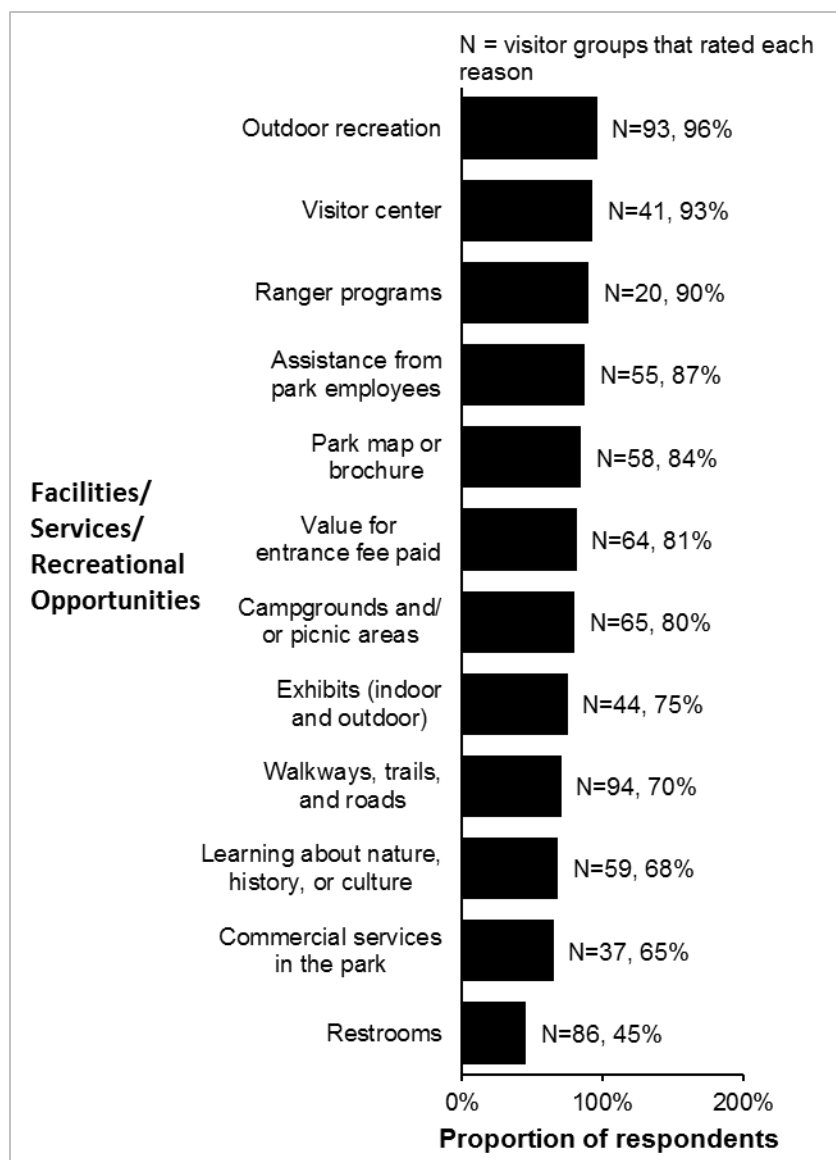


Figure 84. Quality of facilities, services, and recreational opportunities.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

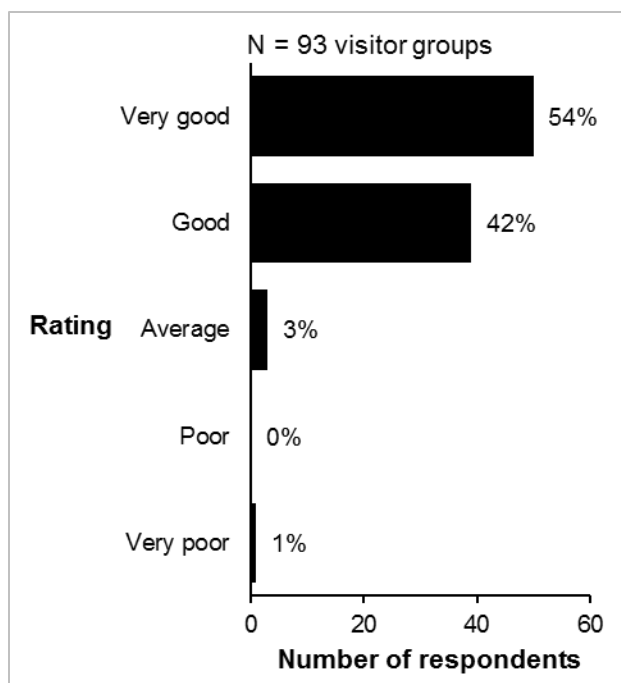


Figure 85. Quality of outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.).

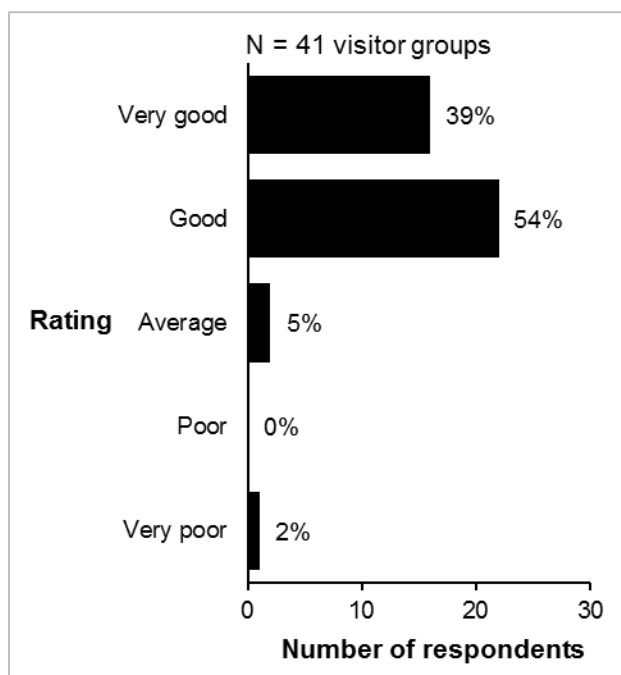


Figure 86. Quality of visitor center.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

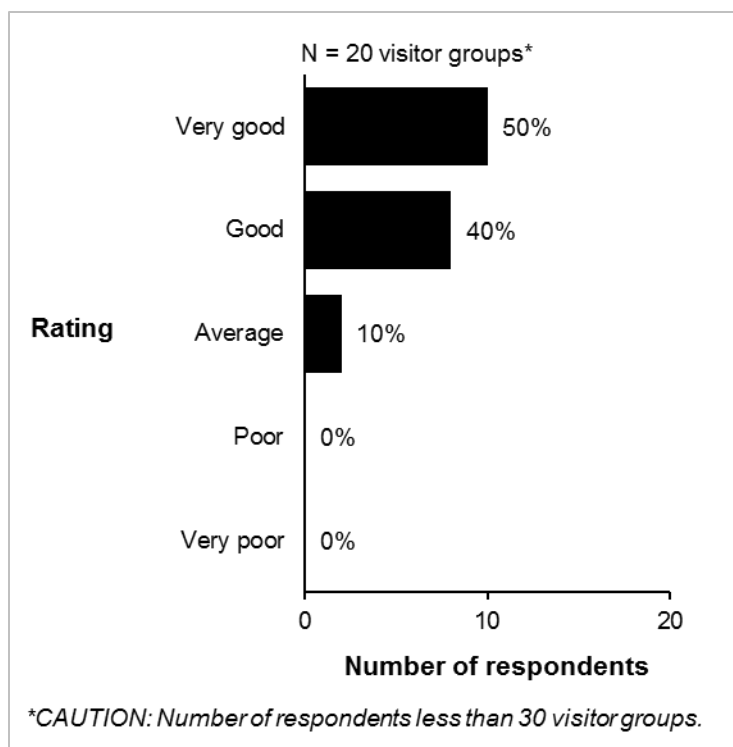


Figure 87. Quality of ranger programs.

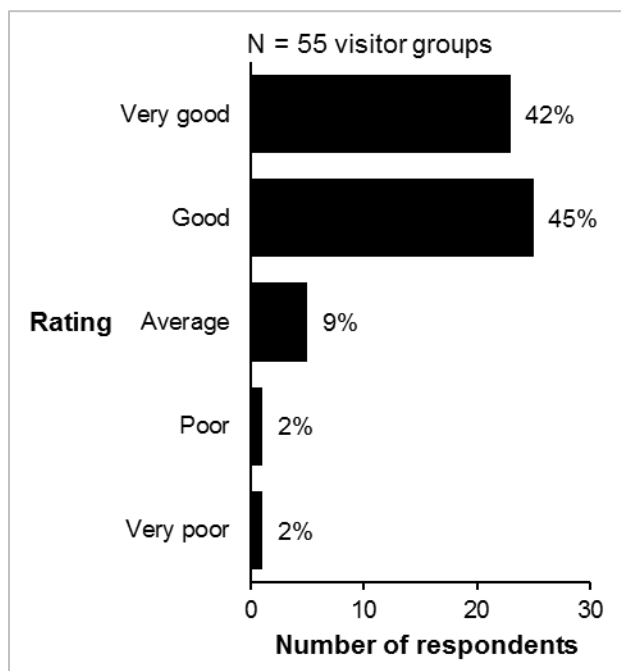


Figure 88. Quality of assistance from park employees.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

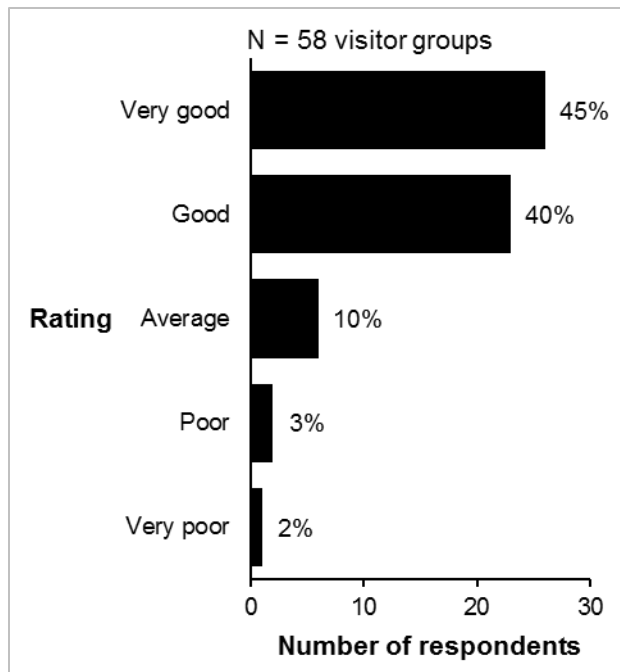


Figure 89. Quality of park map or brochure.

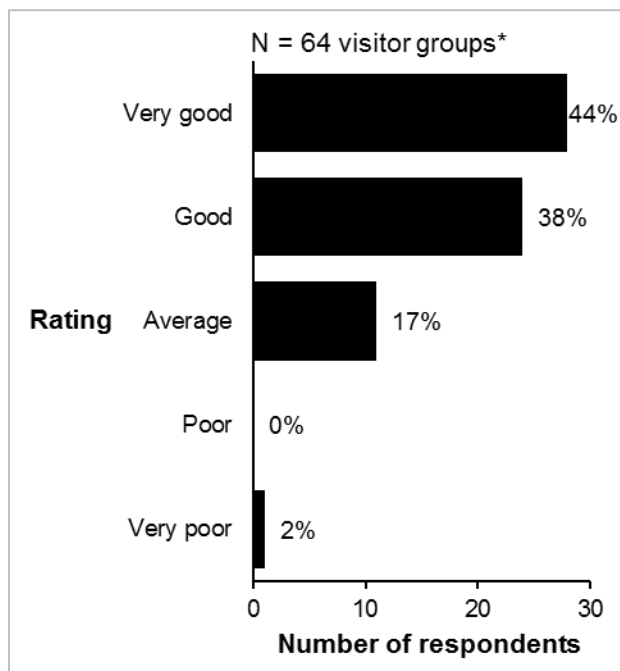


Figure 90. Quality of value for entrance fee paid.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

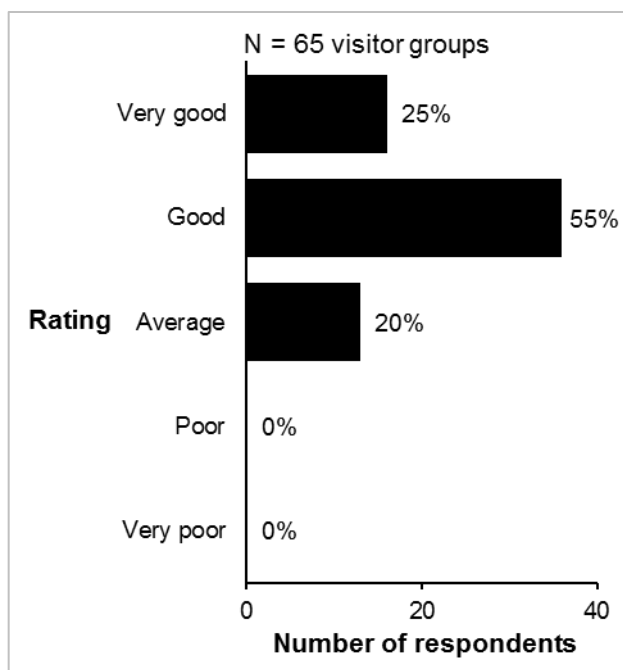


Figure 91. Quality of campgrounds and/or picnic areas.

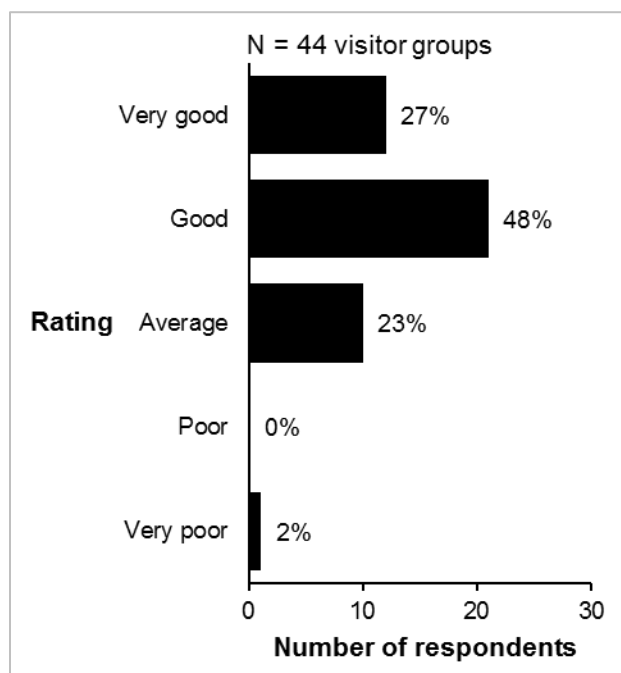


Figure 92. Quality of exhibits (indoor and outdoor).

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

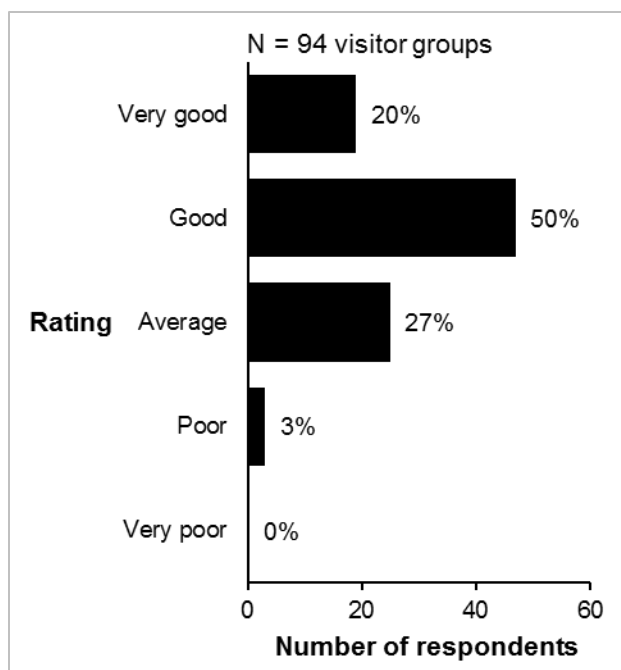


Figure 93. Quality of walkways, trails, and roads.

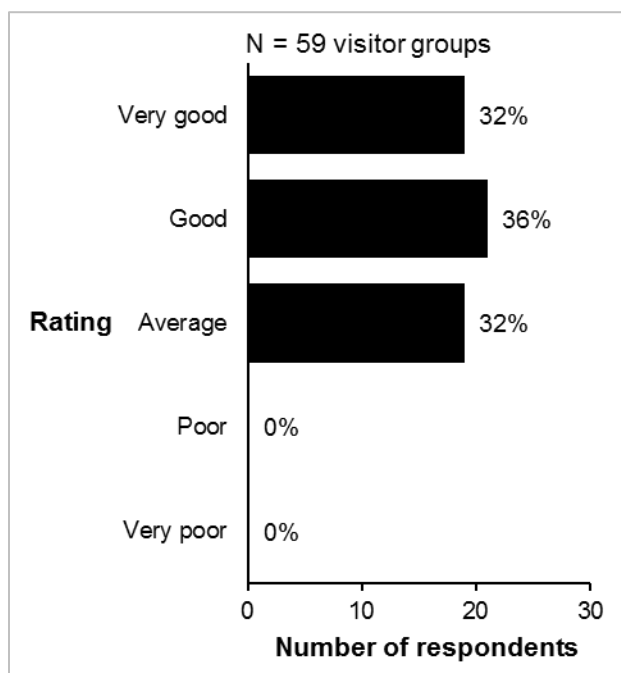


Figure 94. Quality of learning about nature, history, or culture.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

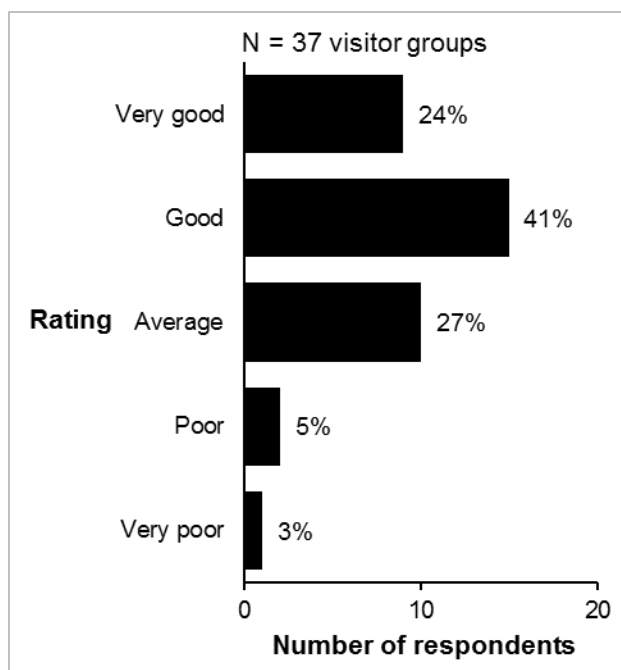


Figure 95. Quality of commercial services in the park.

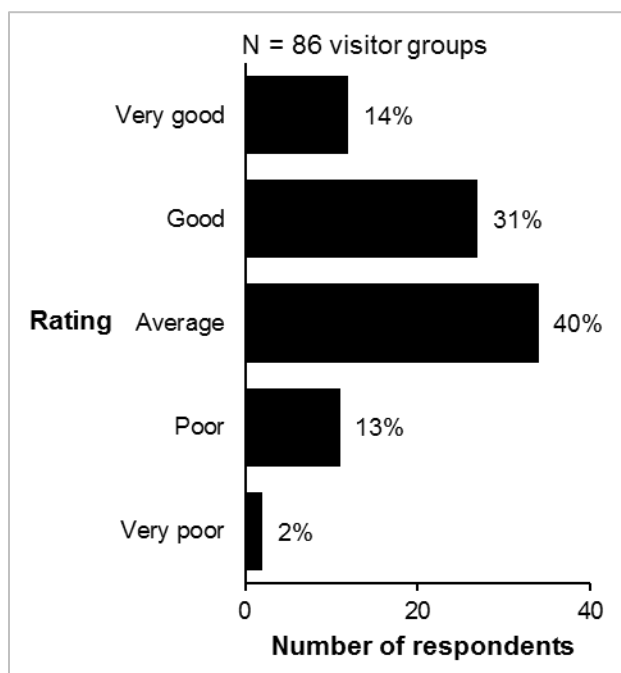


Figure 96. Quality of restrooms.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Services used

Question 22

Please specify services used.

Results (Table 22)

- Table 22 shows the services used by visitor groups. The most frequently mentioned services were:
 - “Campground” (mentioned 4 times)
 - “Rental services” (mentioned 4 times)

Table 22. Services used. N = 12 comments. Some visitor groups may have made more than one comment.

Service	Frequency of times mentioned
Campground	4
Rental services	4
Bathrooms	3
Other services	7

CAUTION: Number of respondents less than 30 visitor groups

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Overall quality of facilities, services, and recreational opportunities

Question 23

Overall, how would you rate the quality of facilities, services, and recreational opportunities in Niobrara NSR?

Results (Figure 97)

- 56% of visitor groups rated the quality of facilities, services, and recreational opportunities overall as “good”.
- 38% of visitor groups gave an overall rating of “very good”.

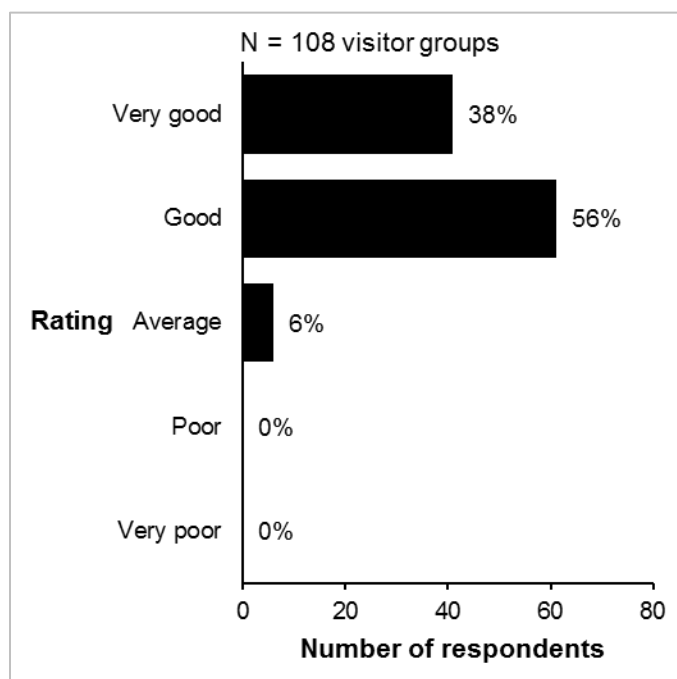


Figure 97. Overall rating of facilities, services, and recreational opportunities.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Opinion of national significance of park

Question 24

This park was established because of its significance to the nation. In your opinion, what is the national significance of this park?

Results (Table 23)

- Table 23 shows what visitor groups believed the national significance of Niobrara NSR to be. The items most frequently mentioned were:
 - “Preservation/protection” (mentioned 24 times)
 - “Natural beauty” (mentioned 22 times)
 - “Niobrara River” (mentioned 13 times)

Table 23. Opinions of national significance of park. N = 73 comments. Some visitor groups may have made more than one comment.

Significance	Frequency of times mentioned
Preservation/protection	24
Natural Beauty	22
Niobrara River	13
Unsure of the significance	12
Importance to Nebraska	6
Wildlife	6
Untouched/natural	5
Waterfalls	5
Accessible to everyone	4
Nature	4
Uniqueness	4
Cleanliness	2
Other significance	6

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor Comments

Additional comments

Question 40

Is there anything else you would like to tell us about Niobrara NSR's facilities, services, or recreational opportunities?

Results (Table 24)

- Table 24 shows additional comments from visitor groups. Many of the comments were positive:
 - “Enjoyed visit” (mentioned 13 times)
 - “Thank you” (mentioned 5 times)
 - “Want to return” (mentioned 5 times)
 - “Beautiful area” (mentioned 4 times)

Table 24. Additional comments about facilities, services, or recreational opportunities. N = 41 comments. Some visitor groups may have made more than one comment.

Category	Comment	Frequency of times mentioned
Personnel	Enjoyed rangers	4
Policies/management	Preserve and protect	3
	Too many drunk people	4
Interpretive and information services	More information needed	4
Facilities and maintenance	Improve showers/bathrooms	3
	Improve signage	2
General comments	Beautiful area	4
	Enjoyed visit	13
	Keep up the good work	3
	Thank you	5
	Want to return	5
	Other comment	4

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

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Appendix 1. Descriptive Statistics

Table 25 shows the mean, median, and standard deviation for those variables for which measures of central tendency can be computed.

Table 25. Mean/median/standard deviation of selected variables.

Question number	Description	N	Mean	Median	Standard deviation
Q01	Number of adults in group	110	5.31	3	5.48
Q01	Number of children in group	57	3.54	2	2.88
Q01	Group size	110	7.15	5	6.50
Q03	Number of people per vehicle	71	3.79	4	1.87
Q04	Number of hours traveled to get from home to park	106	5.51	5	3.85
Q04	Number of miles traveled to get from home to park	93	348.17	290	372.61
Q05	Number of days entering/reentering the park	108	1.36	1	0.63
Q06	Number of hours in the park	80	6.45	6	2.87
Q06	Number of days in the park	30	2.47	2	1.28
Q09	Importance to visit at NPS site	108	3.58	4	1.28
Q09	Importance to spend time with friends/family	109	1.43	1	0.75
Q09	Importance to view wildlife or natural scenery	109	1.81	2	0.88
Q09	Importance to get physical exercise	107	3.02	3	1.21
Q09	Importance to relax	108	1.76	2	0.85
Q09	Importance to learn more about American history and culture	107	3.75	4	0.99
Q09	Importance to learn more about nature	107	3.20	3	1.21
Q09	Importance to attend a special event	98	4.46	5	1.19
Q09	Importance to hear the sounds of nature/quiet	109	2.49	2	1.14
Q09	Importance to experience solitude	107	2.98	3	1.37
Q09	Importance to be outdoors	108	1.68	2	0.72

Table 25 (continued). Mean/median/standard deviation of selected variables.

Question number	Description	N	Mean	Median	Standard deviation
Q09	Importance to view dark night sky/stars	106	3.44	4	1.57
Q09	Importance of "other"	24	3.54	5	1.74
Q16	Importance of being able to use personal electronic devices to make/receive cell phone call	105	3.56	4	1.45
Q16	Importance of being able to use personal electronic devices to send/receive text message	104	3.69	4	1.37
Q16	Importance of being able to use personal electronic devices to search the internet	104	4.15	5	1.19
Q16	Importance of being able to use personal electronic devices to share pics/videos/audio via social media	103	4.15	5	1.22
Q16	Importance of being able to use personal electronic devices to download an NPS podcast	97	4.82	5	0.60
Q16	Importance of being able to use personal electronic devices to "other"	19	3.95	5	1.65
Q16	Quality of being able to use personal electronic devices to make/receive cell phone call	71	3.55	4	1.31
Q16	Quality of being able to use personal electronic devices to send/receive text message	67	3.33	3	1.31
Q16	Quality of being able to use personal electronic devices to search the internet	54	3.57	4	1.34
Q16	Quality of being able to use personal electronic devices to share pics/videos/audio via social media	57	3.54	4	1.27
Q16	Quality of being able to use personal electronic devices to download an NPS podcast	27	3.85	4	1.10
Q16	Quality of being able to use personal electronic devices to "other"	11	3.18	3	1.54
Q21	Niobrara National Scenic River is a safe place to visit	108	1.55	2	0.54

Table 25 (continued). Mean/median/standard deviation of selected variables.

Question number	Description	N	Mean	Median	Standard deviation
Q21	Blue Ridge Parkway is too crowded	104	3.63	4	1.01
Q21	Natural resources in Niobrara National Scenic River are in pristine condition	102	1.95	2	0.67
Q21	Vandalism and crime are not a problem in Niobrara National Scenic River	86	1.95	2	0.73
Q21	Niobrara National Scenic River is not accessible to persons with physical disabilities	61	3.18	3	0.76
Q21	Historic and cultural features in Niobrara National Scenic River are well maintained/preserved	84	2.07	2	0.71
Q21	Development of adjacent areas detracts from visitors' experiences at Niobrara National Scenic River	89	3.51	4	1.02
Q22	Quality of visitor center	41	1.73	2	0.78
Q22	Quality of exhibits	44	2.02	2	0.85
Q22	Quality of restrooms	86	2.58	3	0.96
Q22	Quality of walkways, trails, and roads	94	2.13	2	0.77
Q22	Quality of campgrounds and/or picnic areas	65	1.95	2	0.67
Q22	Quality of assistance from park employees	55	1.76	2	0.84
Q22	Quality of park map or brochure	58	1.78	2	0.90
Q22	Quality of ranger programs	20	1.60	2	0.68
Q22	Quality of value for entrance fee paid	64	1.78	2	0.84
Q22	Quality of commercial services in the park	37	2.22	2	0.98
Q22	Quality of learning about nature, history, or culture	59	2.00	2	0.81
Q22	Quality of outdoor recreation	93	1.53	1	0.67
Q23	Quality of the park overall	108	1.68	2	0.58
Q26	Nights camping outside Niobrara National Scenic River	30	2.37	2	0.96

Table 25 (continued). Mean/median/standard deviation of selected variables.

Question number	Description	N	Mean	Median	Standard deviation
Q26	Nights lodging outside Niobrara National Scenic River	50	2.00	2	1.01
Q26	Nights in other accommodations	6	1.67	2	0.82
Q26	Total nights in overnight accommodations	86	2.10	2	0.99
Q29	Total length of package tour	11	1.82	1	1.33
Q29	Total cost per person of package tour	12	135.00	50	215.70
Q29	Total number of people on the package tour	12	6.67	6	5.90
Q30	Expenditures on gas and oil	85	76.51	50	83.14
Q30	Expenditures on rental cars	0	—	—	—
Q30	Expenditures on taxis, shuttles, and public transportation	9	75.67	55	62.14
Q30	Expenditures on restaurants and bars	65	112.91	80	105.36
Q30	Expenditures on groceries and convenience foods	65	91.05	40	156.65
Q30	Expenditures on hotels, motels, resorts	34	316.82	200	296.95
Q30	Expenditures on specialty lodging	13	735.54	770	487.38
Q30	Expenditures on camping fees	24	75.42	51	68.11
Q30	Expenditures on recreation and entertainment expenses	18	191.67	148	166.95
Q30	Expenditures on souvenirs, clothing, supplies, other retail	22	62.18	35	101.56
Q30	Expenditures on equipment rental	58	204.21	128	195.13
Q30	Expenditures on guides and tours	5	134.00	50	185.69
Q30	Expenditures on other	9	352.00	350	179.77
Q30	Total expenditures in park and nearby area	98	644.13	523	574.04
Q31	Expenditures outside the area	44	438.86	200	539.86
Q32	Adults covered by expenses	98	4.00	2	3.47
Q32	Children covered by expenses	50	3.22	2	2.55
Q32	Visitors covered by expenses	99	5.59	4	4.56

Table 25 (continued). Mean/median/standard deviation of selected variables.

Question number	Description	N	Mean	Median	Standard deviation
Q32	Visitors who split expenses	73	4.15	2	4.29
Q33	Current age: respondent	107	46.37	47	12.45
Q33	Niobrara National Scenic River visits past 12 months: respondent	86	1.38	1	1.78
Q33	NPS site visits past 12 months: respondent	89	1.70	1	1.92
Q33	Current age: all group members	447	35.74	37	18.31
Q33	Niobrara National Scenic River visits past 12 months: all group members	356	1.23	1	1.23
Q33	NPS site visits past 12 months: all group members	325	1.47	1	1.88

Appendix 2. The Questionnaire



Social Science Program
National Park Service
U.S. Department of the Interior

Niobrara National Scenic River

Visitor Study



2016

Paperwork Reduction and Privacy Act Statements: The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 USC 5931 §201. We will use this information to evaluate visitor services and facilities managed by the National Park Service. Your responses are voluntary and anonymous. Your name and address have been requested for follow-up purposes only. At the completion of this collection all names and personal information will be destroyed and in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number.

Burden Estimate: We estimate that it will take an average of 20 minutes to complete this questionnaire. You may send comments concerning the burden estimates or any aspect of this information collection to the Social Science Program Chief, National Park Service, 1201 Oakridge Drive, Fort Collins, CO, 80525-5596; nps_nrss_social_science@nps.gov (email).



United States Department of the Interior

NATIONAL PARK SERVICE

1849 C Street, N.W.
Washington, DC 20240



Summer, 2016

Dear National Park Visitor:

Thank you for participating in this study. Our goal is to learn about the expectations, opinions, and interests of visitors to the National Park System. This information will assist us in our efforts to better manage this park and to serve you.

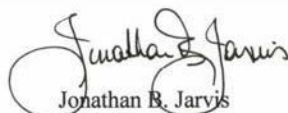
This questionnaire is only being given to a select number of visitors, so your participation is very important. It should take about 20 minutes to complete after your visit.

When your visit is over, the adult in your group who will have the next birthday should complete this questionnaire. Seal it in the postage-paid envelope provided and drop it in any U.S. Postal Service mailbox.

If you have any questions, please contact the Social Science Program Chief, National Park Service, 1201 Oakridge Drive, Fort Collins, CO, 80525-5596; nps_nrss_social_science@nps.gov (email).

We appreciate your help.






Sincerely,


Jonathan B. Jarvis
Director

RETURN PROCEDURE

At the end of your visit:

1. Please have the adult in your group (at least 18 years old) who has the next birthday complete this questionnaire. That will help give us a statistically reliable sample.
2. For questions that use circles (O), please mark your answer by filling in the circle with ***black or blue ink***. Please do not use pencil.

Like this:  Not like this:    

3. Seal it in the postage-paid envelope provided.
4. Drop it in a U.S. Postal Service mailbox.

DIRECTIONS

Please have the adult in your group (at least 18 years old) having the next birthday complete this questionnaire.

In this questionnaire, your **personal group** is defined as you and anyone with whom you visited Niobrara National Scenic River on this trip, such as a spouse, family, friends, etc. This does not include the larger group that you might have traveled with, such as a school, church, scout, or tour group.

A **visit** is defined as the day in which you were contacted to complete this questionnaire. A **trip** is defined as the total extent of time away from your personal residence that could include multiple visits to Niobrara National Scenic River.

A. Trip Description

1. Including yourself, how many people were in your personal group during your visit to Niobrara National Scenic River (NSR) on the day you were contacted for this survey?

_____ Number of adults (18 years or older)

_____ Number of children (under 18 years)

2. What type of group were you with, during your visit to Niobrara NSR on the day you were contacted for this survey? Please mark (●) **one**.

☐ Alone

☐ Friends

☐ Family

☐ Family and friends

☐ Other (Please specify) _____

3. Please indicate all of the forms of transportation you personally used to travel from your home to Niobrara NSR, on this trip. Please mark (●) **all that apply**.
- ☐ Car, truck, or SUV (Number of people in vehicle, including you) _____
 - ☐ Recreational vehicle or motorhome
 - ☐ Airplane
 - ☐ Tour bus or tour van
 - ☐ City bus or subway
 - ☐ Train or long-distance passenger bus
 - ☐ Water-based transportation (Please mark (●) **all that apply**.)
 - ☐ Cruise ship
 - ☐ Ferry
 - ☐ Tour boat
 - ☐ Other water-based mode (Please specify) _____
 - ☐ Bicycle
 - ☐ Walk/hike
 - ☐ Other (Please specify) _____
4. Approximately how many hours and miles from home did you travel one way to get to Niobrara NSR on this trip?
- _____ Number of hours
- AND**
- _____ Number of miles
5. On how many days during this trip did you enter or re-enter Niobrara NSR? If you were on a day trip or if you camped or lodged inside the park and did not leave the park boundaries for the entire length of your stay, then answer 1 day.
- _____ Number of days entering or re-entering Niobrara NSR
- OR**
- ☐ Don't know/Not sure

6. On this trip, how much total time did you spend within Niobrara NSR?

_____ Number of hours, if a day trip

_____ Number of days, if greater than 1 day

B. Trip Planning and Motivations

7. Prior to this trip, how did you obtain information about Niobrara NSR? Please mark (●) **all that apply**.

- ☐ Did not obtain information prior to this visit
- ☐ Previous visits
- ☐ Friends/relatives/word of mouth
- ☐ Inquiry to park via phone, mail, or email
- ☐ Niobrara NSR website (nps.gov/niob)
- ☐ Other website (Please specify) _____
- ☐ Local businesses (hotels, motels, restaurants, etc.)
- ☐ Maps/brochures
- ☐ Newspaper/magazine articles
- ☐ Other units of the National Park System (NPS)
- ☐ School class/program
- ☐ Social media (such as Facebook, Twitter, etc.)
- ☐ State welcome center/visitors bureau/chamber of commerce
- ☐ Television/radio programs/DVDs
- ☐ Travel guides/tour books (such as AAA, etc.)
- ☐ Other (Please specify) _____

8. Did you have the information about Niobrara NSR you needed on this trip?

Please mark (●) **one**.

- ☐ Yes
- ☐ No (Please specify information you needed but didn't have on this trip.)

9. How important to you was each of the following reasons for visiting Niobrara NSR on this trip? Please mark (●) **one for each row**.

	Extremely Important	Very Important	Moderately Important	Slightly Important	Not at All Important
To visit a National Park Service site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To spend time with friends/family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To view wildlife or natural scenery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To get physical exercise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To relax	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To learn more about American history and culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To learn more about nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To attend a special event (Please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To hear the sounds of nature/quiet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To experience solitude	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To be outdoors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To view dark night sky/stars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (Please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Of the reasons listed in Question 9, which was the most important reason for you to visit Niobrara NSR on this trip?

C. Park Activities, Programs, and Services

11. On this trip, in which of the following activities did you personally participate within Niobrara NSR? Please mark (●) **all that apply**.

- ☐ Viewing wildlife, natural features, scenery, wildflowers, etc.
- ☐ Creative arts (photography/drawing/painting/writing)
- ☐ Visiting a cultural or historic site
- ☐ Nature study
- ☐ Driving for pleasure
- ☐ Walking/short hike (less than 1 hour)
- ☐ Day hiking (1 hour or more)
- ☐ Bicycling
- ☐ Running/jogging
- ☐ Fishing
- ☐ Non-motorized water travel (rafting, kayaking, canoeing, tubing, etc.)
Please specify: _____
- ☐ Camping in developed sites
- ☐ Overnight backpacking
- ☐ Family gathering/reunion
- ☐ Picnicking
- ☐ Water play (swimming, snorkeling, scuba diving, etc.)
Please specify: _____
- ☐ Hunting/trapping
- ☐ Foraging/collecting edibles (e.g., mushrooms, truffles)
- ☐ Other (Please specify) _____
- ☐ Other (Please specify) _____

12. Of the activities listed in Question 11, which was your primary activity during your visit to Niobrara NSR on the day you were contacted for this survey?

OR

- ☐ I did not have a primary activity on this trip to Niobrara NSR.

13. On this trip, in which of the following programs and services did you personally participate within Niobrara NSR? Please mark (●) **all that apply**.
- ☐ Attending a ranger-led activity, such as a tour or talk
 - ☐ Talking informally with a ranger
 - ☐ Viewing outdoor exhibits
 - ☐ Viewing indoor exhibits
 - ☐ Reading the park brochure or newspaper
 - ☐ Going to the Visitor Center
 - ☐ Watching movies or videos about the park
 - ☐ Participating with a child in your group in the Junior Ranger program
 - ☐ Obtaining National Park passport stamp
 - ☐ Listening to an audio tour or podcast
 - ☐ Using a smart phone app specific to Niobrara NSR
 - ☐ Other (Please specify) _____
14. On this visit to Niobrara NSR, did you learn anything from park staff, programs, and/or exhibits about American history, nature, and/or culture? Please mark (●) **one**.
- ☐ Yes (Please specify subjects you learned about.)

 - ☐ No
15. If you were to visit Niobrara NSR in the future, are there specific subjects you would like to learn about? Please mark (●) **one**.
- ☐ Yes (Please specify subjects you would like to learn about.)

 - ☐ No

16. How important to you was it during your visit to Niobrara NSR to use personal electronic devices to do each of the following, and how would you rate the quality of the service in Niobrara NSR required to do each? For each item, please mark (●) **one for importance and one for quality of service needed.**

	IMPORTANCE					QUALITY OF SERVICE REQUIRED					
	Extremely Important	Very Important	Moderately Important	Slightly Important	Not at all Important	Very Good	Good	Average	Poor	No Service at All	Not Applicable
Make/receive cell phone call	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Send/receive text message	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Search the Internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Share pics/videos/audio via social media (Facebook, Twitter, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Download an NPS podcast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (Please specify) _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. a) Did anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services, during your visit to Niobrara NSR? Please mark (●) **one**.

☐ Yes

☐ No → **Go to Question 18**

- b) If YES, what activities, services, or facilities did the person(s) have difficulty participating in or accessing? Please be specific.

- c) Because of the physical condition, which specified difficulties did the person(s) have? Please mark (●) **all that apply**.

☐ Hearing (difficulty hearing ranger programs, bus drivers, audio-visual exhibits or programs, or information desk staff even with hearing aid)

☐ Visual (difficulty in seeing exhibits, directional signs, visual aids that are part of programs even with prescribed glasses or due to blindness)

☐ Mobility (difficulty in accessing facilities, services, or programs even with walking aid and/or wheelchairs)

☐ Other (Please specify) _____

18. What did you like most about your visit to Niobrara NSR?

19. What did you like least about your visit to Niobrara NSR?

20. Did your visit to Niobrara NSR, on this trip, meet your expectations? Please mark (●) **one**.

☐ Yes

☐ Not entirely (Please explain)

☐ Not at all (Please explain)

D. Park Management

21. To what extent do you agree or disagree with each of the following statements? Please mark (●) **one for each row.**

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Don't Know / Not Sure
Niobrara NSR is a safe place to visit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Niobrara NSR is too crowded	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural resources in Niobrara NSR are in pristine condition	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vandalism and crime are not a problem in Niobrara NSR	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Niobrara NSR is not accessible to persons with physical disabilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historical and cultural features in Niobrara NSR are well maintained/preserved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Development of adjacent areas detracts from visitors' experiences at Niobrara NSR	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. How would you rate the quality of the facilities, services, and recreational opportunities in Niobrara NSR? Please mark (●) **one for each row**.

	Very Good	Good	Average	Poor	Very Poor	Not Used or Not Available
Park Facilities						
Visitor center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exhibits (indoor and outdoor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restrooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walkways, trails, and roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Campgrounds and/or picnic areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visitor Services						
Assistance from park employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Park map or brochure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ranger programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value for entrance fee paid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Commercial services in the park (food, lodging, gifts, rental, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Please specify services used: _____						
Recreational Opportunities						
Learning about nature, history, or culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

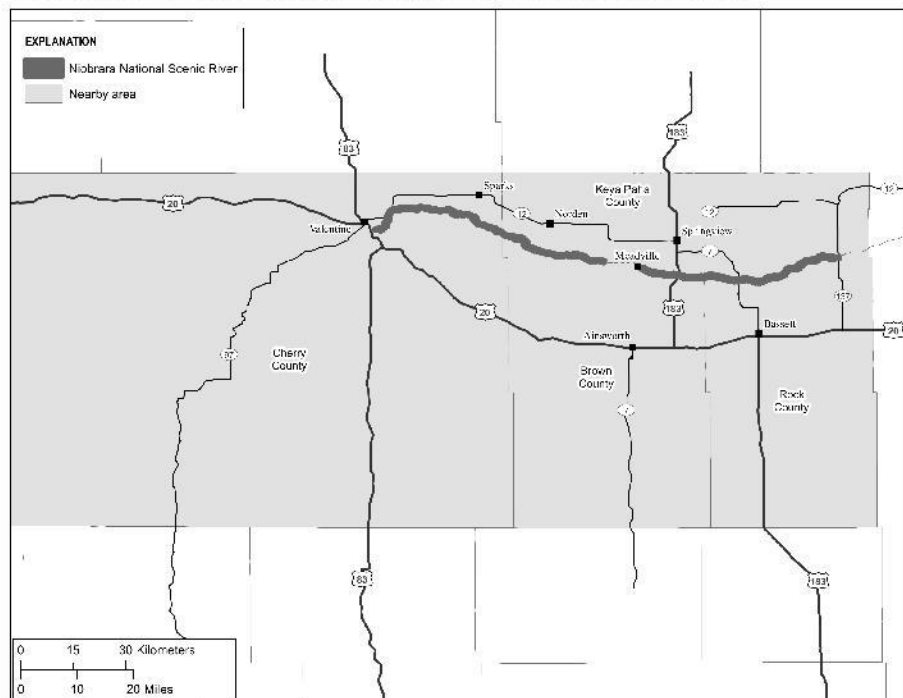
23. Overall, how would you rate the quality of the facilities, services, and recreational opportunities in Niobrara NSR? Please mark (●) **one**.

- ☐ Very good
☐ Good
☐ Average
☐ Poor
☐ Very poor

24. This park was established because of its significance to the nation. In your opinion, what is the national significance of this park?

E. Expenditures

Please refer to the map when answering the questions in this section.



25. Do you live within the nearby area (within the shaded area shown on the map)? Please mark (•) **one**.
- ☐ Yes
- ☐ No

26. a) On this trip to Niobrara NSR and the nearby area, did you stay overnight away from your permanent residence either inside Niobrara NSR or within the nearby area (within the shaded area of the map on p.12)? Please mark (●) **one**.

☐ Yes

☐ No → Go to Question 27

- b) If **YES**, please list the number of nights you stayed in Niobrara NSR and/or in the nearby area (within the shaded area of the map on p.12) on this trip.

Accommodation	Number of Nights
Camping in the nearby area	_____
Lodging in the nearby area	_____
Other accommodations (e.g., friends/relatives)	_____

27. Was this trip to Niobrara NSR? Please mark (●) **one**.

☐ Your primary or sole purpose of your trip away from home?

☐ One of several equally important destinations on your trip away from home?

→ Was one or more of the other equally important destinations located within the nearby area (within the shaded area of the map on p.12)? Please mark (●) **one**.

☐ Yes

☐ No

☐ Just an incidental or spur of the moment stop on your trip away from home?

→ Was your primary destination located within the nearby area (within the shaded area of the map on p.12)? Please mark (●) **one**.

☐ Yes

☐ No

28. Did you visit any other National Park Service sites on your trip away from home? Please mark (●) **one**.

☐ Yes (Please specify)

☐ No

29. a) Did you or anyone in your personal group purchase any package tours that included at least some meals, some lodging, and/or some transportation while on this trip?

☐ Yes

☐ No → **Go to Question 30**

b) What was the total length of your package tour(s)? #_____days

c) What was the total cost per person for the package tour(s)?

\$_____per person

d) How many people in your personal group were on the package tour(s)?

#_____people

- e) Which of the following were included in the package tour(s) as part of your visit to Niobrara NSR and the nearby area (within the shaded area of the map on p.12)? Please mark (●) **all that apply**.

	Items included in your package tour(s) as part of your visit to Niobrara NSR and nearby area
Local air transportation	<input type="radio"/>
Local ground transportation	<input type="radio"/>
Local water transportation	<input type="radio"/>
Local lodging	<input type="radio"/>
Meals	<input type="radio"/>
Guide services	<input type="radio"/>
Fees (e.g., fishing licenses)	<input type="radio"/>
Gear (e.g., camping equipment, bikes, kayaks)	<input type="radio"/>
Admission to events or attractions	<input type="radio"/>
Other (Please specify)	<input type="radio"/>

30. Please estimate how much you and your personal group with whom you shared expenses (e.g., other family members, traveling companions) spent both inside Niobrara NSR and within the nearby area (within the shaded area of the map on p.12) during your time in the nearby area. If you reported expenditures for package tours, please only include individual expenses that were NOT part of your package tour(s).

If you no longer have your receipts, estimate as closely as you can how much you and your group spent. Please enter 0 (zero) if you did not spend any money in a particular category.

Note: Residents living within the highlighted area of the map should only include expenditures that were directly related to this trip to Niobrara NSR.

Expenses	Amount spent in Niobrara NSR and nearby area
Gas and oil (e.g., auto, RV, boat, etc.)	\$ _____
Rental cars	\$ _____
Taxis, shuttles, and public transportation	\$ _____
Restaurants and bars	\$ _____
Groceries and convenience foods	\$ _____
Hotels, motels, resorts	\$ _____
Specialty lodging (e.g., B&Bs, hostels, cabins, vacation rentals)	\$ _____
Camping fees (tent, RV)	\$ _____
Recreation and entertainment expenses (e.g., movies, bowling, miniature golf, etc.)	\$ _____
Souvenirs, clothing, supplies, other retail	\$ _____
Equipment rental	\$ _____
Guides and tour fees	\$ _____
Other (Please list) _____	\$ _____

OR

☐ Don't know/Not sure

31. For you and any members of your personal group with whom you shared expenses, please record any additional money spent outside of the map area during your trip away from home (for example, travel or food expenditures).

\$ _____

OR

☐ Don't know/Not sure

32. a) Including yourself, how many people in your personal group were covered by the expenses for this trip away from home?

_____ Number of adults (18 years or over)

_____ Number of children (under 18 years)

- b) Including yourself, how many people in your group split these trip expenses?

_____ Number of people

F. Background

33. For your personal group during your visit to Niobrara NSR on the day you were contacted for this survey, please provide the following information. (If you don't know the answer, enter "DK.")

	Current Age	U.S. ZIP code or name of country other than U.S.	Number of visits to Niobrara NSR in last 12 months, including this	Number of visits to other NPS sites in the last 12 months
Yourself	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Member #2	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Member #3	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Member #4	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Member #5	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Member #6	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Member #7	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

34. For your personal group during your visit to Niobrara NSR on the day you were contacted for this survey, please provide the following information. Please mark (●) **one for each group member, including yourself, for gender and Hispanic or Latino.** (If you don't know the answer, mark (●) "Don't know.")

Additional members of your personal group

	Yourself	#2	#3	#4	#5	#6	#7
Male	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Female	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Don't know	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

35. For your personal group during your visit to Niobrara NSR on the day you were contacted for this survey, please provide the following information. Please mark (●) **one or more for each group member, including yourself.** (If you don't know the answer, mark (●) "Don't know.")

	Yourself	#2	#3	#4	#5	#6	#7
American Indian or Alaska Native	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Black or African American	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native Hawaiian or other Pacific Islander	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
White	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Don't know	—	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

36. For your personal group during your visit to Niobrara NSR on the day you were contacted for this survey, what is the highest level of formal education completed by each member of your group? Please mark (●) **one for each group member, including yourself.** (If you don't know the answer, mark (●) "Don't know.")

	Yourself	#2	#3	#4	#5	#6	#7
Less than high school	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Some high school	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High school graduate or GED	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Some college, business, or trade school	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
College, business, or trade school graduate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Some graduate school	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Master's, doctoral, or professional degree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Don't know	—	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

37. Which category best represents your annual household income? Please mark (●) **one**.

- ☐ Less than \$24,999
☐ \$25,000-\$34,999
☐ \$35,000-\$49,999
☐ \$50,000-\$74,999
☐ \$75,000-\$99,999
☐ \$100,000-\$149,999
☐ \$150,000-\$199,999
☐ \$200,000 or more
☐ Do not wish to answer

38. Including yourself, how many people are in your household?

_____ Number of people

39. When visiting an area such as Niobrara NSR, what language do you personally prefer to use? Please mark (●) **one for speaking and one for reading**.

	Speaking	Reading
English	<input type="radio"/>	<input type="radio"/>
Spanish	<input type="radio"/>	<input type="radio"/>
Other (Please specify) _____	<input type="radio"/>	<input type="radio"/>

40. Is there anything else you would like to tell us about Niobrara NSR's facilities, services, or recreational opportunities?

Thank you for your help!

**Please place the questionnaire in the
envelope provided and drop it in any U.S.
Postal Service mailbox.**

SURVEY ID NUMBER:



Appendix 3. The Thank You/Reminder Postcard

Postcard mailed to respondents with United States addresses



Postcard mailed to respondents with international addresses



Dear National Park Visitor,

About two weeks ago we contacted you to participate in a visitor use survey for the National Park Service. On your recent trip to one of the many National Park Service units, you spoke with one of our survey administrators and received a questionnaire booklet and postage-paid envelope. If you have already sent in your completed survey, we **thank you!**

However, if you have not yet had the opportunity to complete the survey, please do so. A select number of people were contacted for this study, so your opinions are very important! Please complete and return the questionnaire booklet at your earliest convenience. If you have lost the questionnaire booklet or need additional postage to mail it to the US, another booklet will be mailed to you in approximately two weeks and will include a return envelope with international postage.

Thank you,

The National Park Service

Appendix 4. The Replacement Mailing Cover Letter



UNITED STATES DEPARTMENT OF THE INTERIOR

NATIONAL PARK SERVICE

1849 C. Street, N.W.
Washington, DC 20240



Dear [Name],

About a month ago, on your recent trip to one of the many National Park Service units, we asked you to participate in a visitor survey for the National Park Service. The National Park Service would like to thank you for agreeing to participate in this visitor study. We selected only a small number of visitors to participate in this study; therefore, the return of each questionnaire is very important. The information you provide will help us better manage the National Park Service, and better serve you, our visitor.

If you have already returned your questionnaire, we would like to thank you. However, if you have not, we are asking you to please return it by mail today. Since we have not received yours as of the date we mailed this letter, we have included a replacement questionnaire for your convenience, along with a postage paid envelope.

If you have any questions regarding your questionnaire, please contact the Social Science Program Chief, National Park Service, 1201 Oakridge Drive, Fort Collins, CO, 80525-5596; nps_nrss_social_science@nps.gov (email).

Thank you for your help with this important study. Your opinions matter, and we appreciate you sharing them with us. They will help us improve the management of the National Park Service.

Sincerely,

Jonathan B. Jarvis
Director
National Park Service

Appendix 5. Detailed Sampling Procedures

Site Schematics

As noted, the SEM visitor survey was administered to visitors at two boat launch locations and two take-out locations in Niobrara NSR. A specific survey administration point was identified at each sampling location, based on analysis of aerial site photos and onsite scoping. The survey administration point for each location was denoted with a yellow star in a site schematic provided to the survey administrator assigned to the site (Figure 98 through Figure 101). A red line was used in each site schematic to denote the boundary or point at which visitor groups were considered to have entered the survey area and were intercepted for the survey. A red arrow was used in each site schematic to denote the direction of travel in which visitor groups were intercepted.

Sampling Procedures

In the initial phase of onsite survey sampling, a “first-after-last” sampling approach was used, as described below. However, after the first several days of first-after-last sampling, it became apparent that an adequate number of mail-back packets would not be distributed using this approach on weekdays due to very low levels of visitor use. Therefore, an attempt was made to contact all visitor groups who entered sampling locations on the remaining weekdays of study period; the details of this “census-based” approach to contacting visitors is described below. Table 26 provides a summary of the sampling approach used, by sampling location and date.

Table 26. Sampling approach by location and date.

Date	First-After-Last Sampling Approach	Census-Based Sampling Approach
Friday, July 15 – Tuesday, July 19	Cornell Bridge Smith Falls State Park Brewer Bridge Rocky Ford	–
Wednesday, July 20	Cornell Bridge Smith Falls State Park	Brewer Bridge Rocky Ford
Thursday, July 21	–	Cornell Bridge Smith Falls State Park Brewer Bridge Rocky Ford
Friday, July 22	–	Cornell Bridge Smith Falls State Park Brewer Bridge Rocky Ford
Saturday, July 23 – Sunday, July 24	Cornell Bridge Smith Falls State Park Brewer Bridge Rocky Ford	–

“First-After-Last” Sampling Procedures

Boat launch and take-out locations for Niobrara NSR allow river users and outfitters to park vehicles and launch and/or take out river tubes, rafts, and other types of boats. These boat launch and take-out locations are not owned and managed by NPS; individuals at these locations are not considered visitors to Niobrara NSR until they have physically entered or traveled on to the waters of the Niobrara River. Therefore, individuals at boat launch and take-out locations who did not enter or travel on the water were considered ineligible for sampling. Surveys were administered to visitors physically entering the Niobrara River or placing river tubes, rafts, or boats into the Niobrara River at two upstream boat launch locations (Cornell Bridge and Smith Falls State Park), and to visitors exiting the river or taking river tubes, rafts, or boats out of the river at two downstream take-out locations (Brewer Bridge and Rocky Ford).

As noted in Table 26, visitor groups at the Cornell Bridge and Smith Falls State Park sampling locations were sampled using a “first-after-last” sampling approach from Friday, July 15 through Wednesday, July 20, and on Saturday, July 23 and Sunday, July 24. Visitor groups at the Brewer Bridge and Rocky Ford sampling locations were sampled using a “first-after-last” sampling approach from Friday, July 15 through Tuesday, July 19, and on Saturday, July 23 and Sunday, July 24. At Cornell Bridge, Smith Falls State Park, and Brewer Bridge, the first-after-last approach involved the survey administrator contacting the first visitor group to arrive to the survey area after the start of the sampling period and asking them to participate in the study. If the group agreed to participate, they were administered the survey; if the group refused to participate, they were asked to complete the non-response bias questions and then thanked for their time. After completing a contact with a refusal group, the survey administrator contacted the next arriving visitor group and asked them to participate in the survey. The survey administrator continued this process until a visitor group agreed to participate. Once a participating group was administered the survey, the survey administrator contacted the next visitor group and asked them to participate in the survey. The survey administrator repeated this sequence of steps throughout the sampling period.

At Rocky Ford, the physical characteristics of the site and the nature of visitor use at the site were not conducive to the selection of a single survey administration point. Visitor groups taking out river tubes, rafts, and boats at this location had the option to do so from three separate take-out locations (Figure 101). Thus, the first-after-last approach involved having the survey administrator monitor all three take-out locations from a fixed location (denoted with a yellow star in Figure 101), contact the first visitor group to take river tubes, rafts, or boats out from the river at one of the three take-out locations at the start of the sampling period, and ask them to participate in the survey. If the group agreed to participate, they were administered the survey; if the group refused to participate, they were asked to complete the non-response bias questions and then thanked for their time. After completing a contact with a refusal group, the survey administrator contacted the next arriving visitor group and asked them to participate in the survey. The survey administrator continued this process until a visitor group agreed to participate. Once a participating group was administered the survey, the survey administrator contacted the next visitor group and asked them to participate in the survey. The survey administrator repeated this sequence of steps throughout the sampling period.

Census-Based Sampling Procedures

As noted in Table 26, visitor groups at the Cornell Bridge and Smith Falls State Park sampling locations were contacted using a census-based approach on Thursday, July 21, and Friday, July 22. Visitor groups at the Brewer Bridge and Rocky Ford sampling locations were contacted using a census-based approach from Wednesday, July 20, through Friday, July 22. At each sampling location, the census-based approach involved having the survey administrator contact the first eligible visitor group to enter the survey area at the start of the sampling period and asking them to participate in the survey. If the group agreed to participate, they were administered the survey; if the group refused to participate, they were asked to complete the non-response bias questions and then thanked for their time. The survey administrator repeated this process with all eligible visitor groups who entered the study area during the sampling period.



Figure 98. Cornell Bridge sampling location.



Figure 99. Smith Falls State Park sampling location.



Figure 100. Brewer Bridge sampling location.



Figure 101. Rocky Ford sampling location.

The Department of the Interior protects and manages the nation's natural resources and cultural heritage; provides scientific and other information about those resources; and honors its special responsibilities to American Indians, Alaska Natives, and affiliated Island Communities.

NPS 656/149743, November 2018

National Park Service
U.S. Department of the Interior



Natural Resource Stewardship and Science

1201 Oakridge Drive, Suite 150
Fort Collins, CO 80525